00h020' 69E80h60

APPROVED | U.S. CL. FIG. 1A
BY | CLASS 705 | SUBCLASS 67
DRAFTSMAN

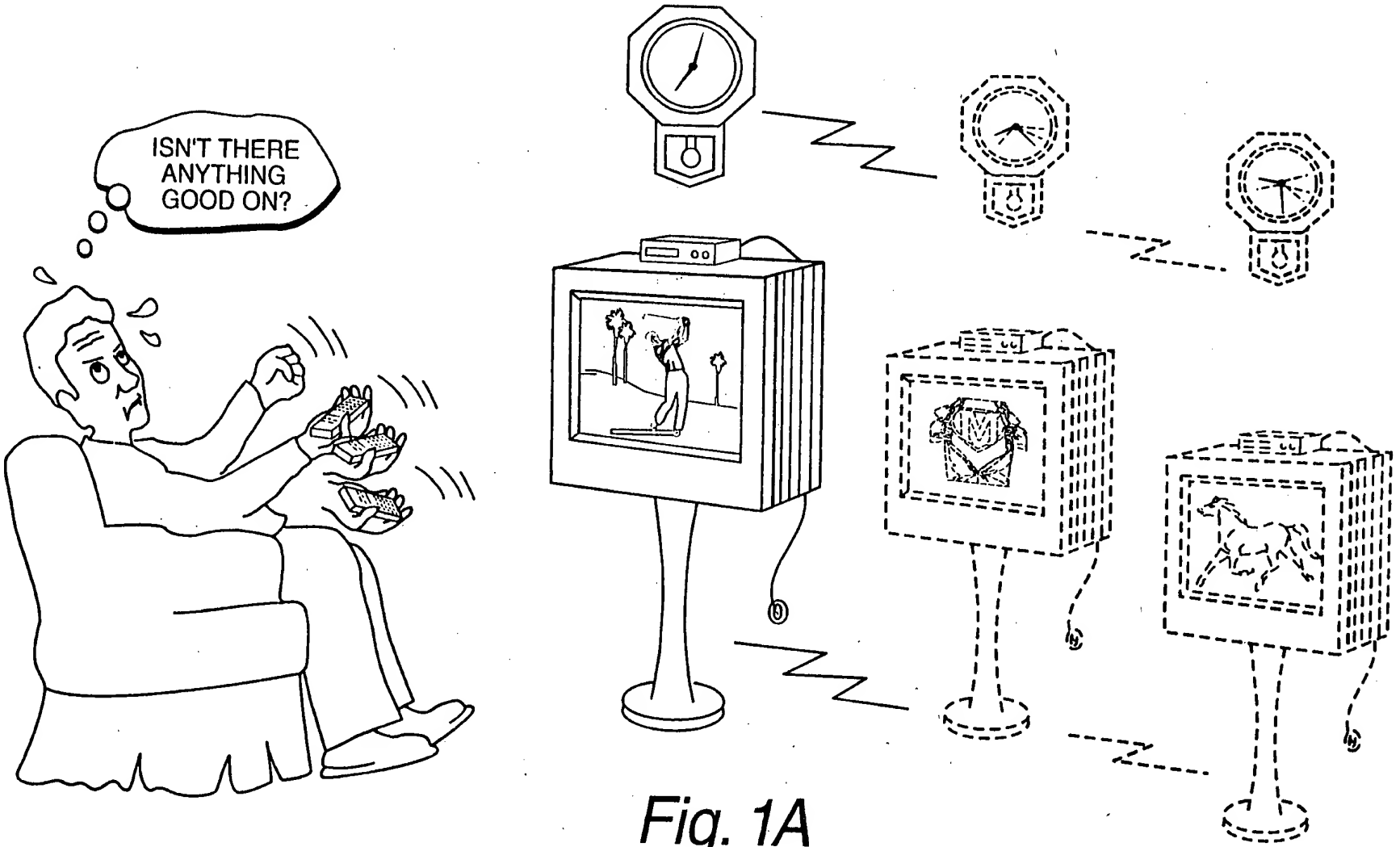


Fig. 1A
(Prior Art)

#895-67: f-1a.ai

00h020' 69286h60

APPROVED | O.G. FIG.
BY | CLASS | SUBCLASS
DRAFTSMAN

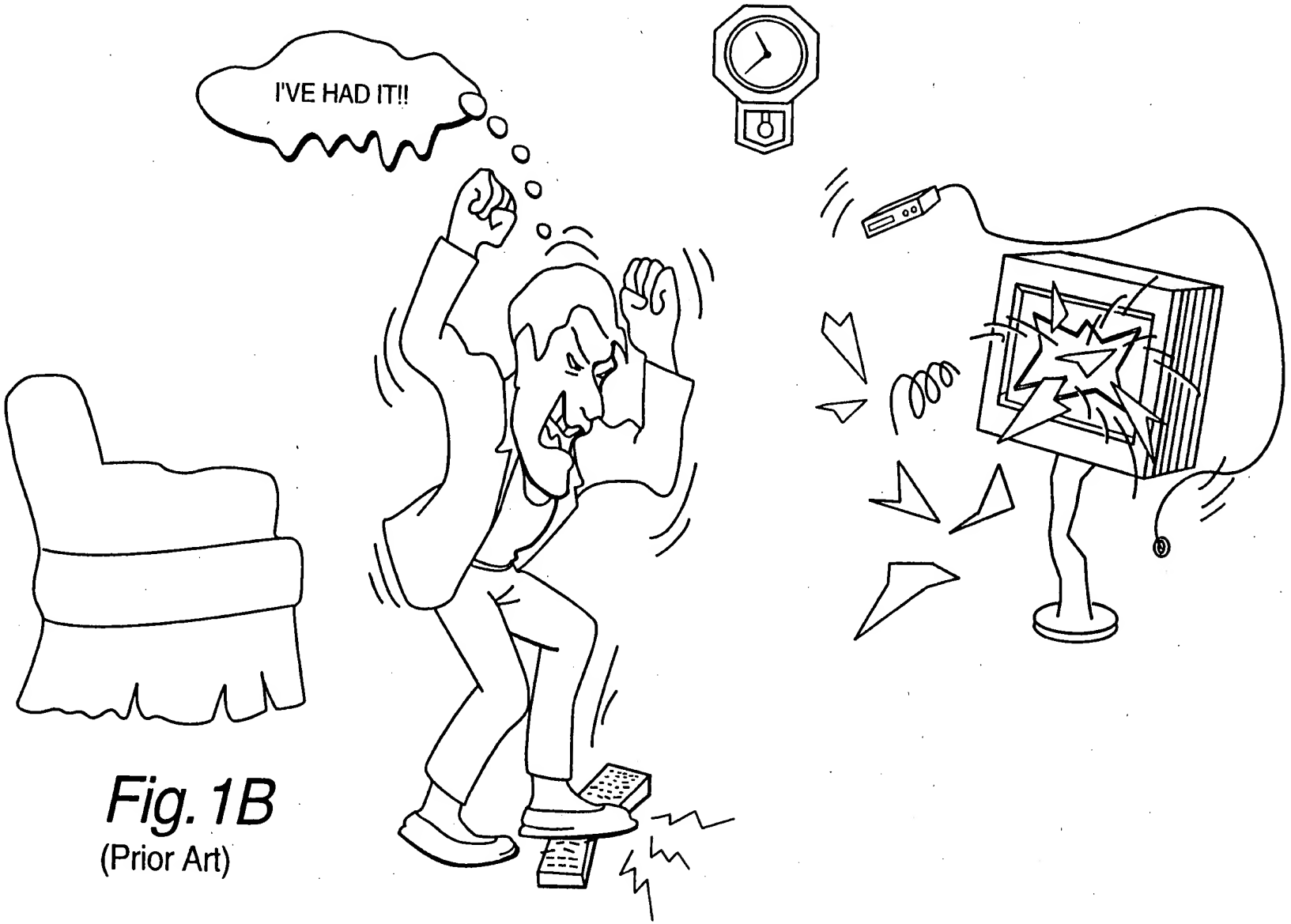


Fig. 1B
(Prior Art)

#895-67: f-1b.ai

DRAFTSMAN | APPROVED BY | O.G. FIG. CLASS | SUBCLASS

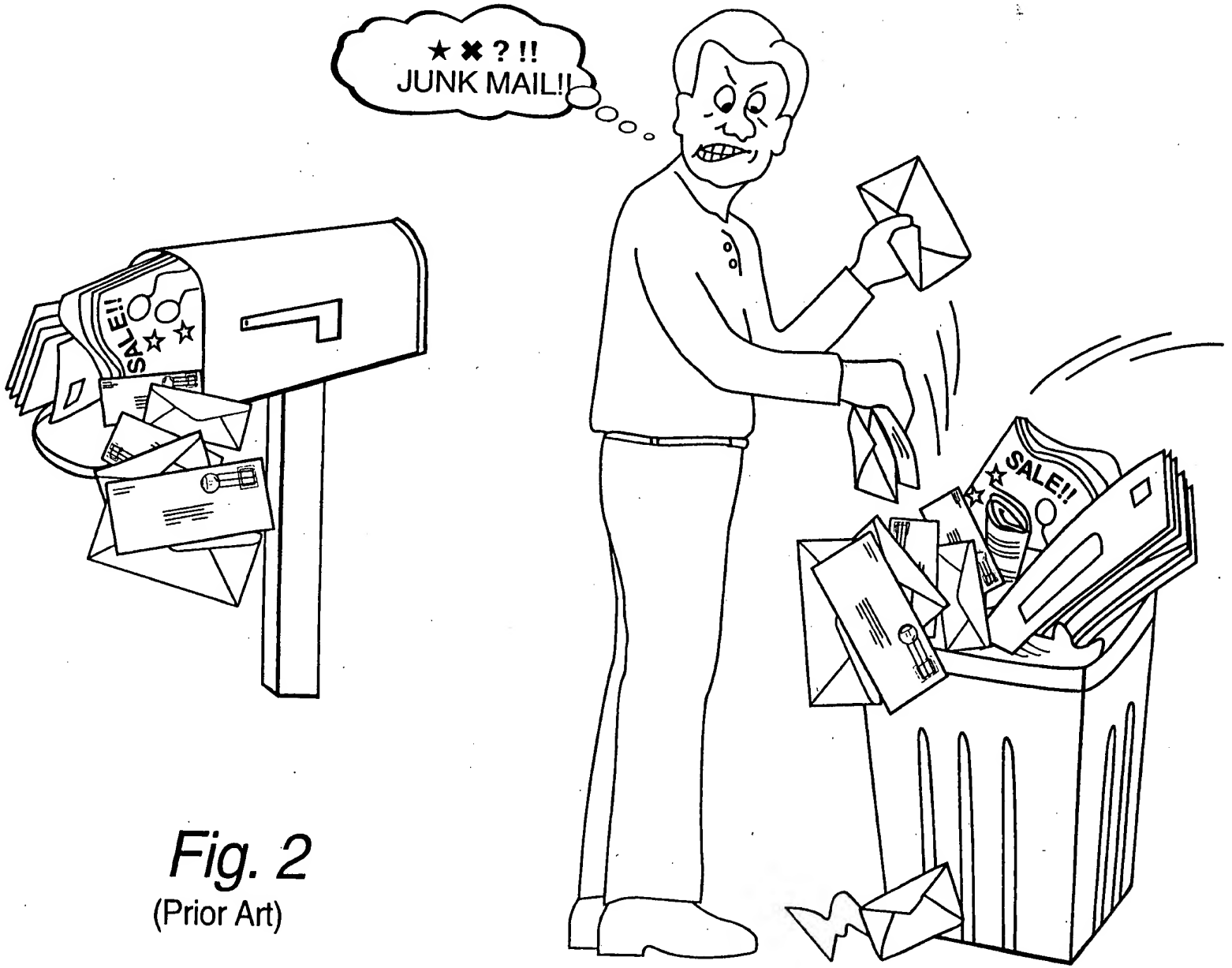


Fig. 2
(Prior Art)

#895-67: f-2.ai

APPROVED
BY
DRAFTSMAN
O.G. FIG.
CLASS
SUBCLASS

Fig. 4
(Prior Art)

00h020' 0926bb0

APPROVED BY DRAFTSMAN | O.G. FIG. CLASS | SUBCLASS

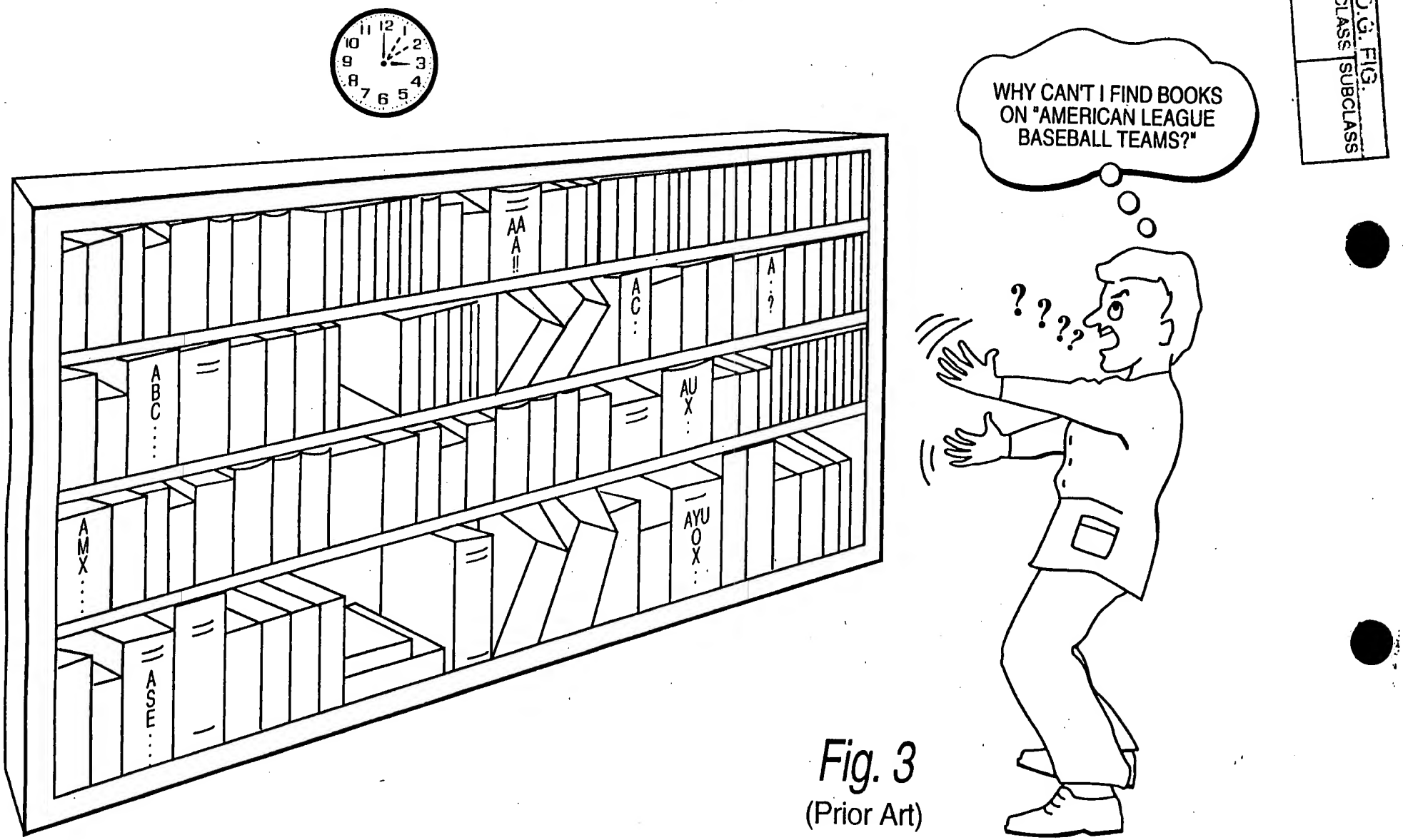


Fig. 3
(Prior Art)

00h020* 69E86h60

APPROVED
BY
DRAFTSMAN
O.G. FIG.
CLASS
SUBCLASS

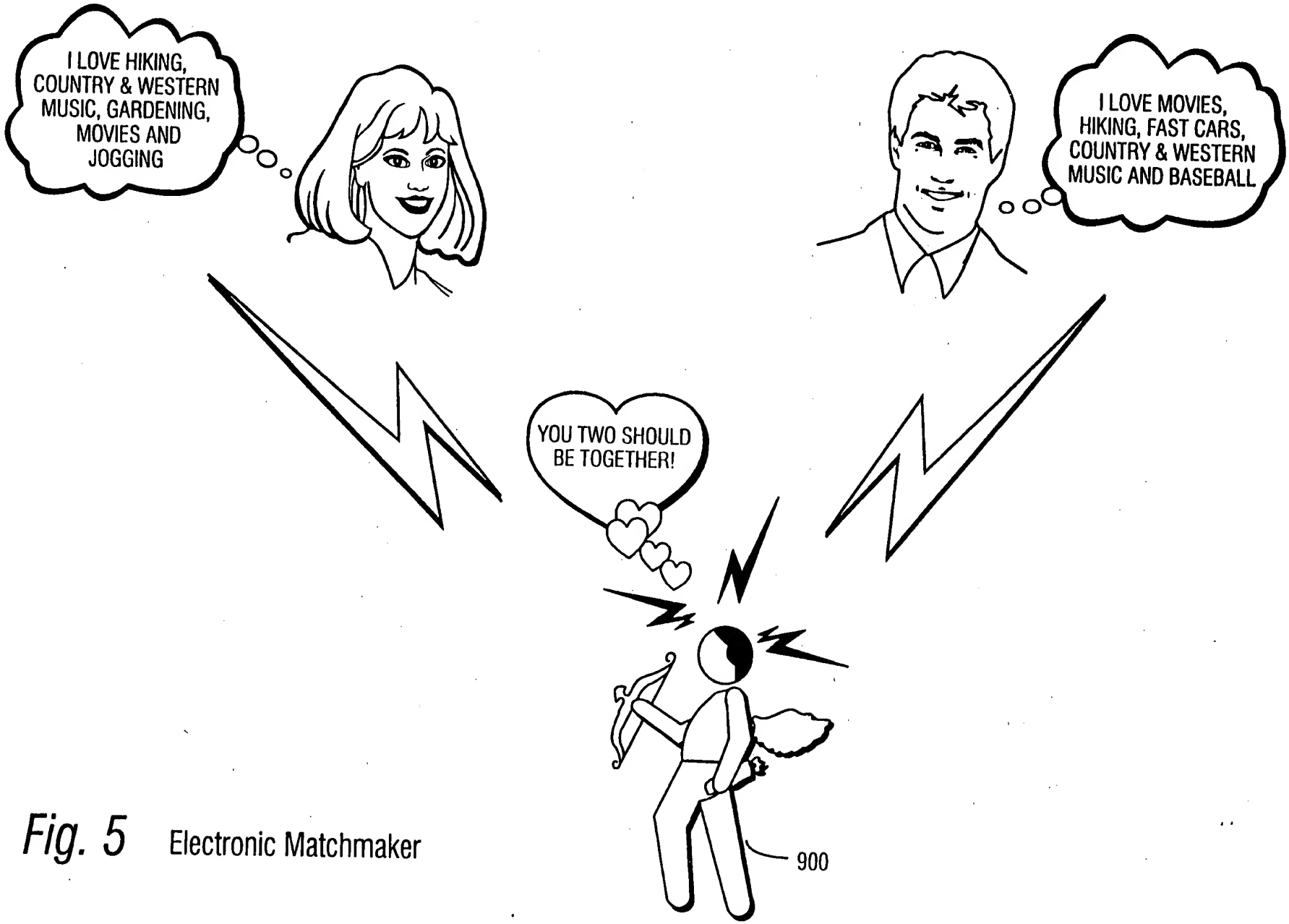


Fig. 5 Electronic Matchmaker

00h020 69286h60

APPROVED
BY
DRAFTSMAN
O.G. FIG.
CLASS
SUBCLASS

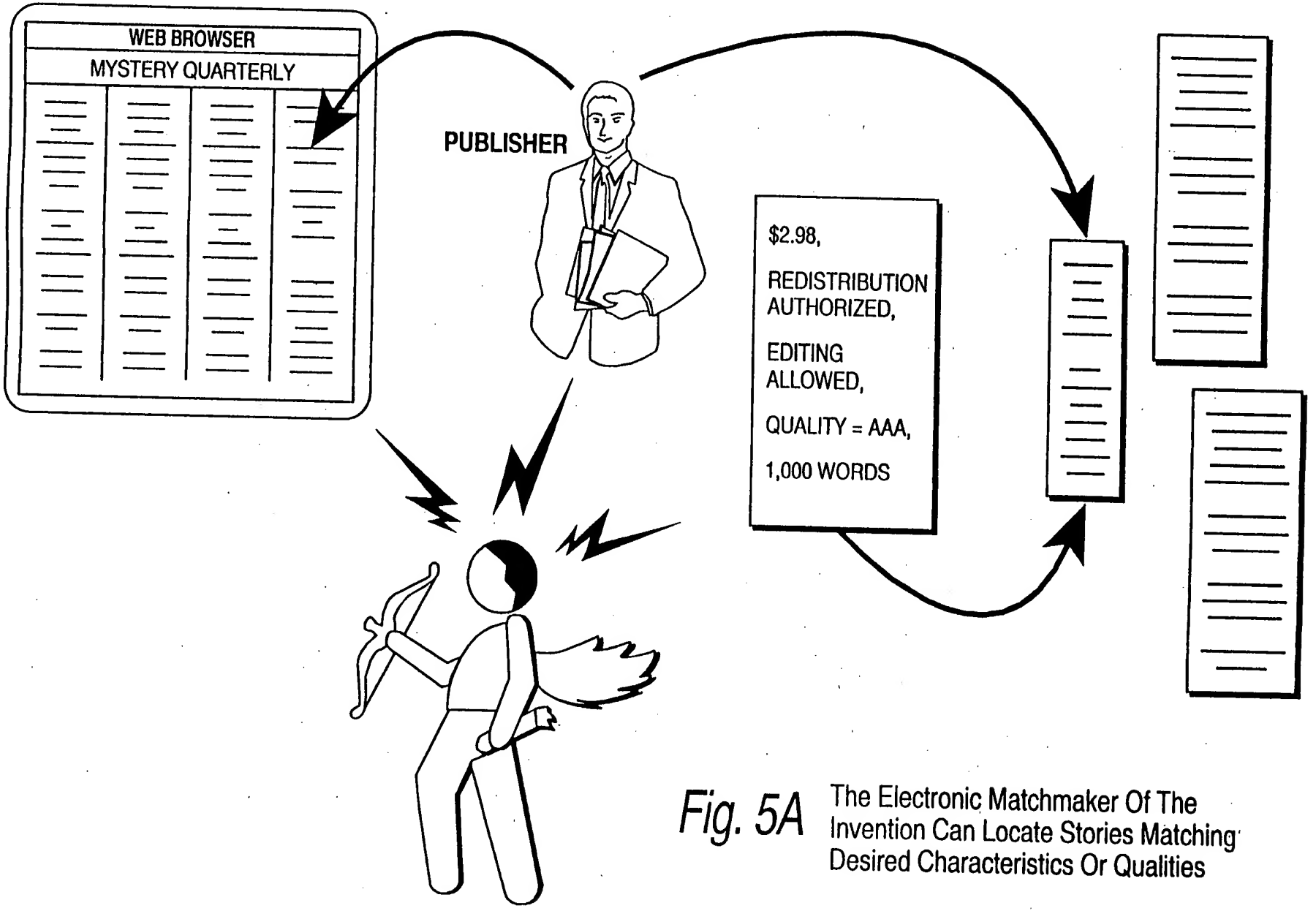


Fig. 5A The Electronic Matchmaker Of The Invention Can Locate Stories Matching Desired Characteristics Or Qualities

DRAFTSMAN
APPROVED BY
U.G. FIG.
CLASS
SUBCLASS

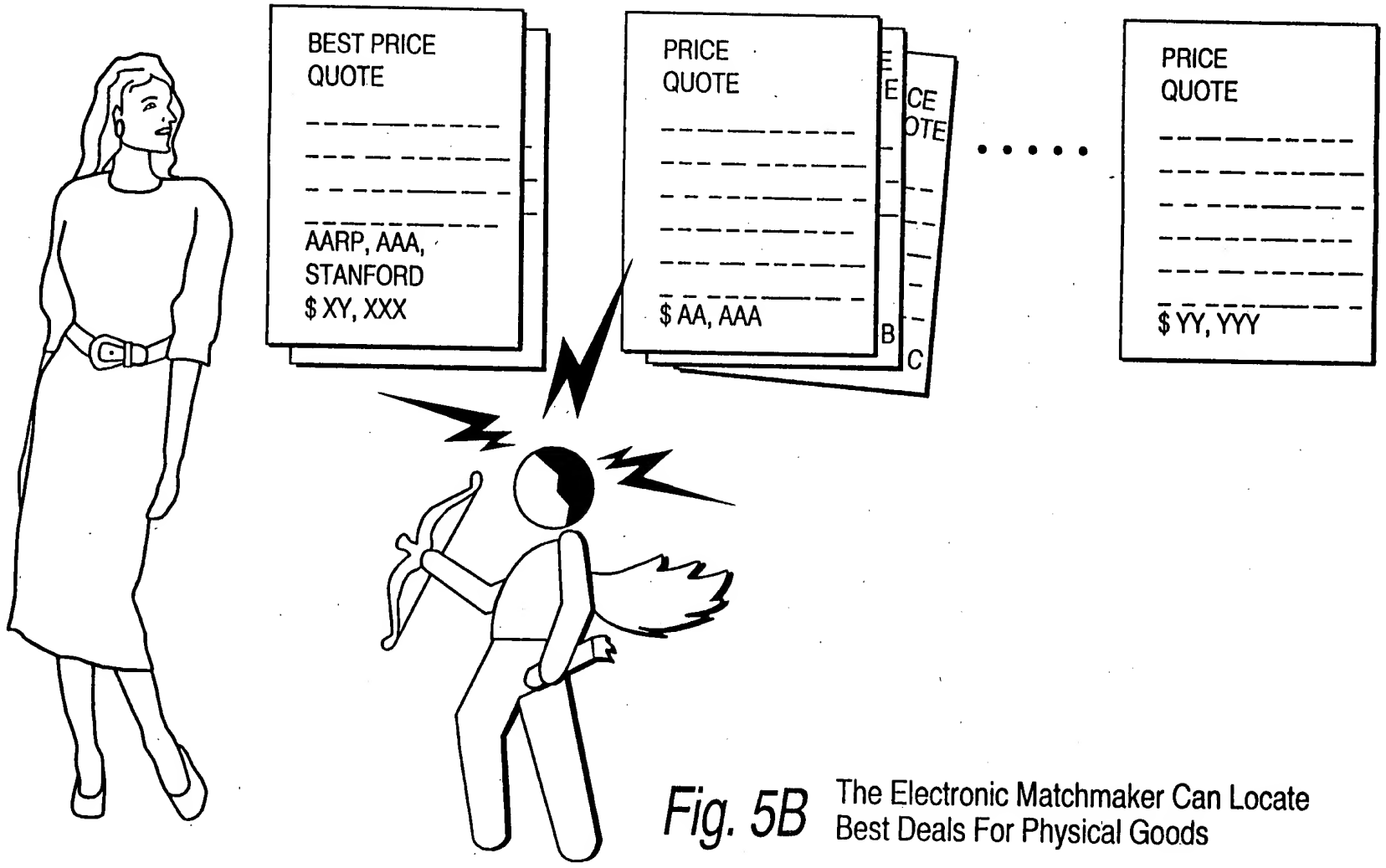


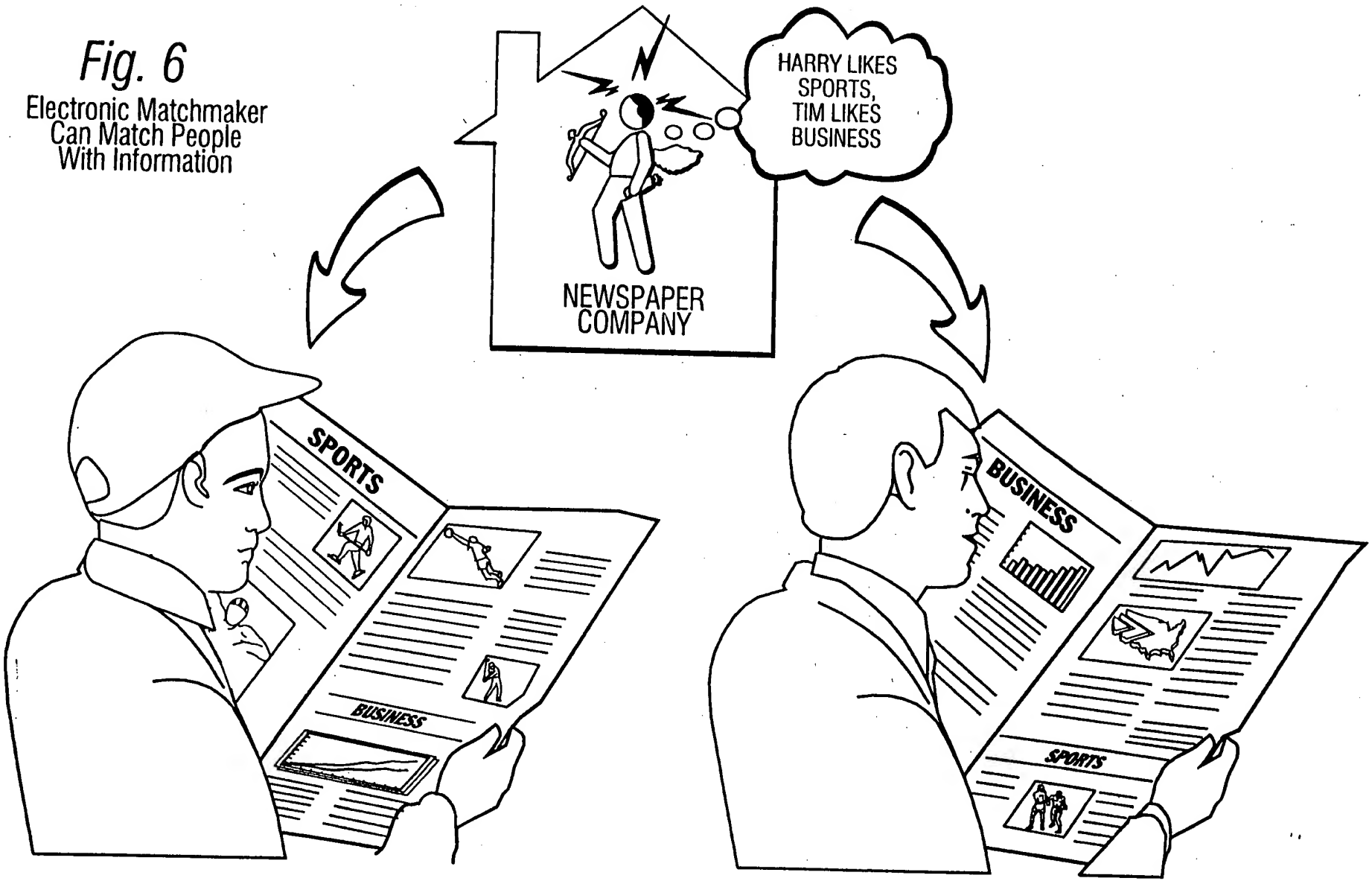
Fig. 5B The Electronic Matchmaker Can Locate Best Deals For Physical Goods

00h020 69286h60

APPROVED
BY
DRAFTSMAN
O.G. FIG.
CLASS
SUBCLASS

Fig. 6

Electronic Matchmaker Can Match People With Information



00h020' 6928Gh60

APPROVED
BY
DRAFTSMAN
O.G. FIG.
CLASS
SUBCLASS

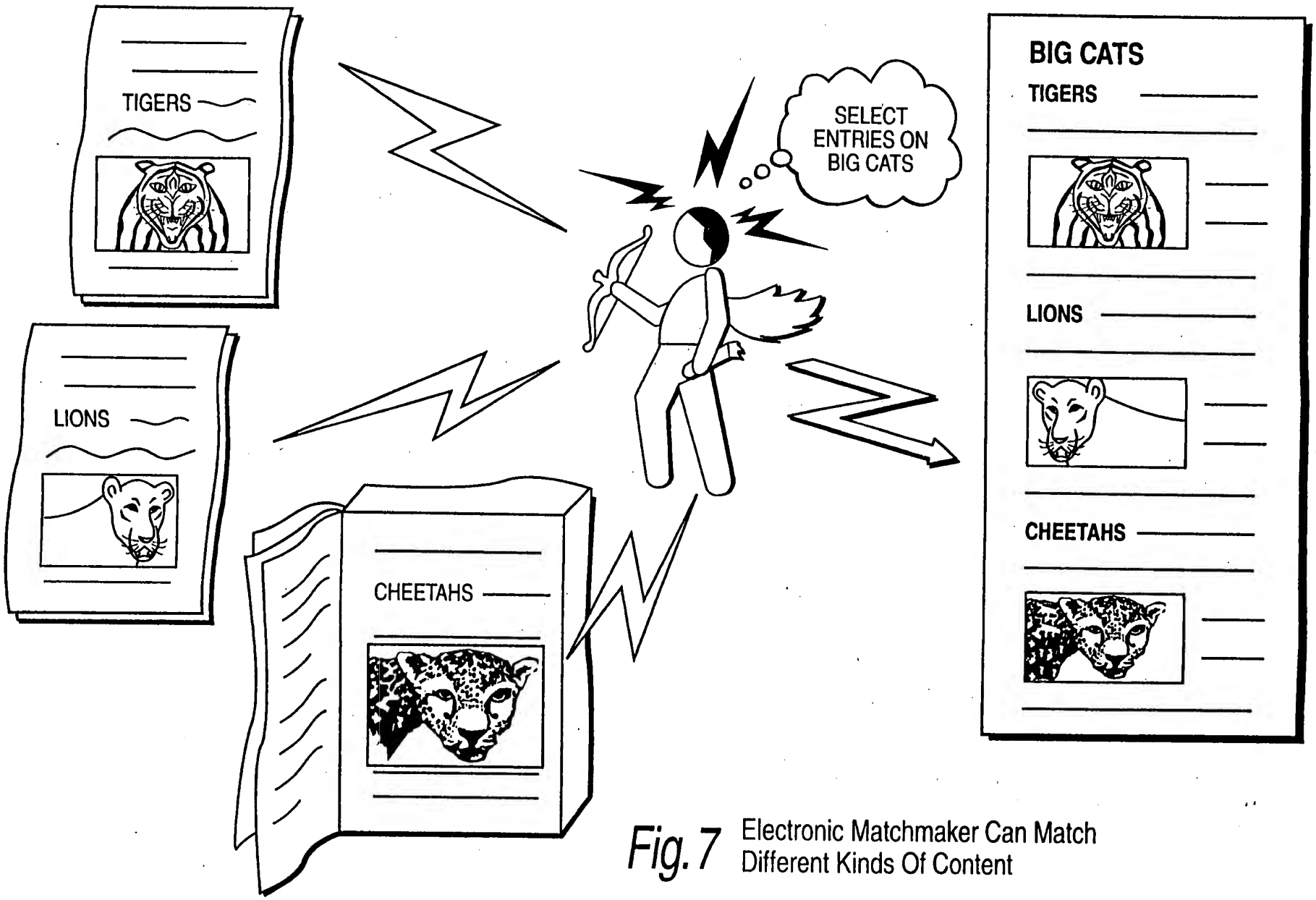


Fig. 7 Electronic Matchmaker Can Match Different Kinds Of Content

00h020' 69E86h60

APPROVED BY DRAFTSMAN
O.G. FIG.
CLASS SUBCLASS

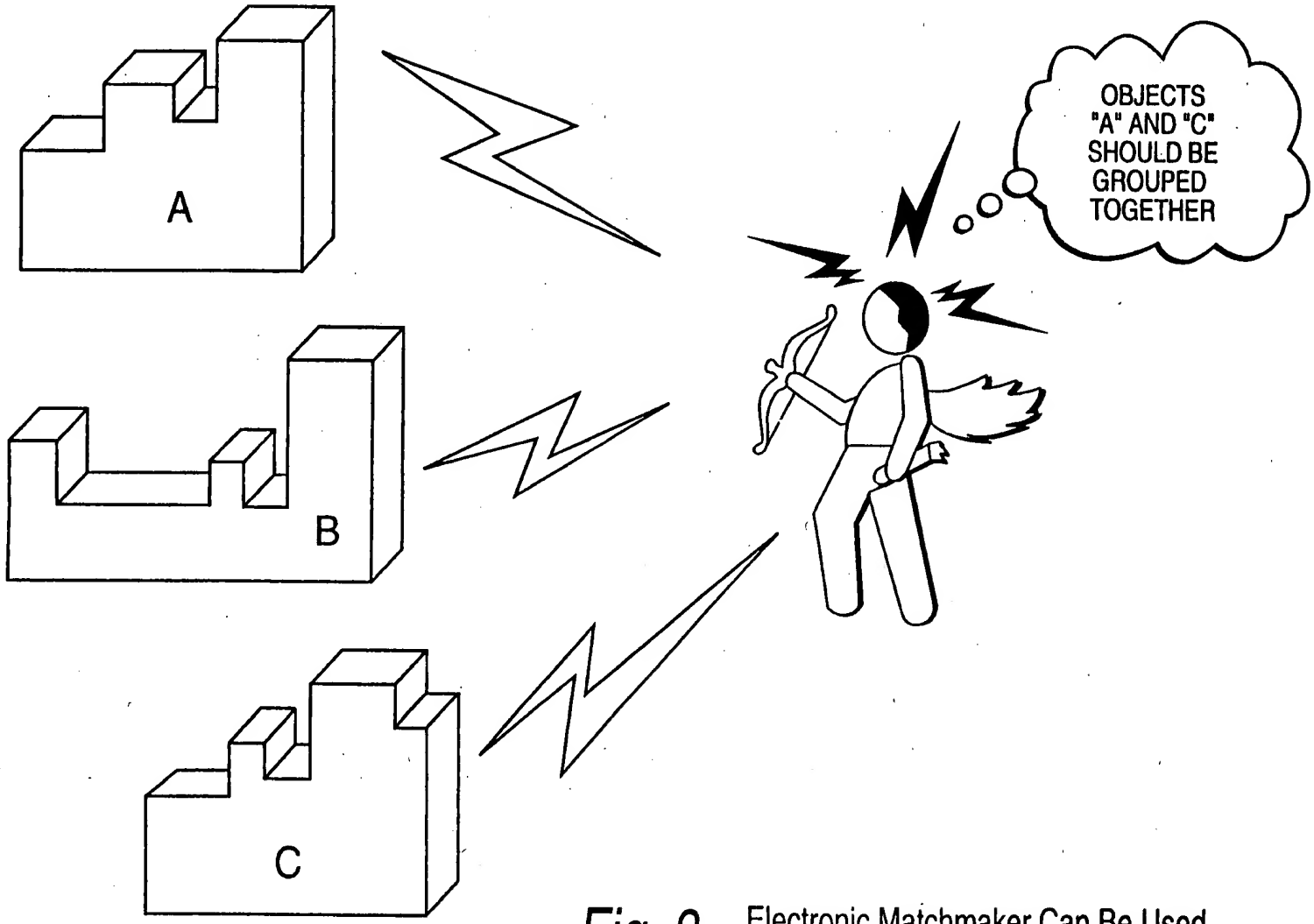


Fig. 8 Electronic Matchmaker Can Be Used For Matching Any Kinds of Things

APPROVED BY DRAFTSMAN
O.G. FIG.
CLASS SUBCLASS

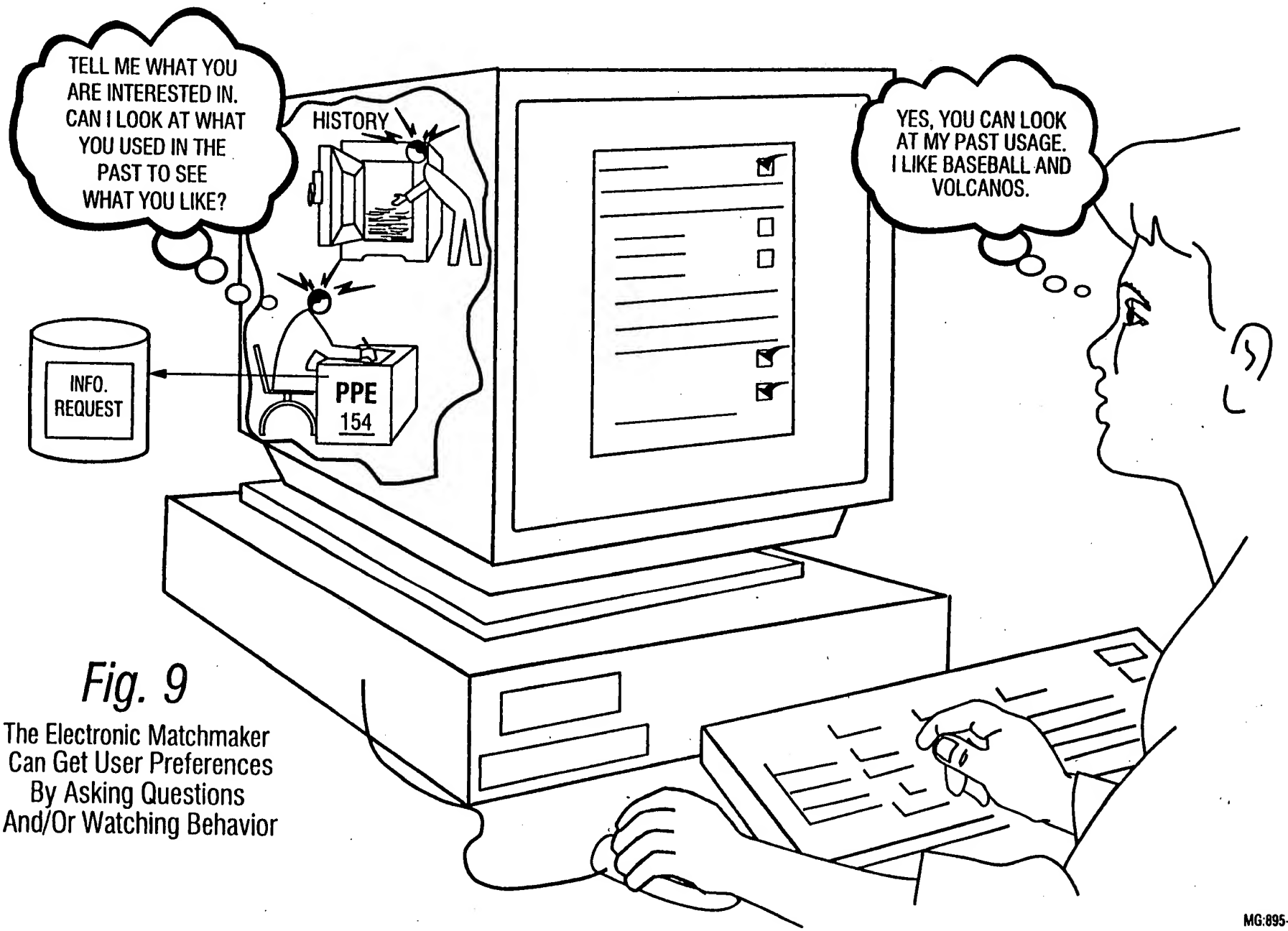


Fig. 9

The Electronic Matchmaker Can Get User Preferences By Asking Questions And/Or Watching Behavior

00h020' 69286h60

APPROVED BY DRAFTSMAN
O.G. FIG.
CLASS SUBCLASS

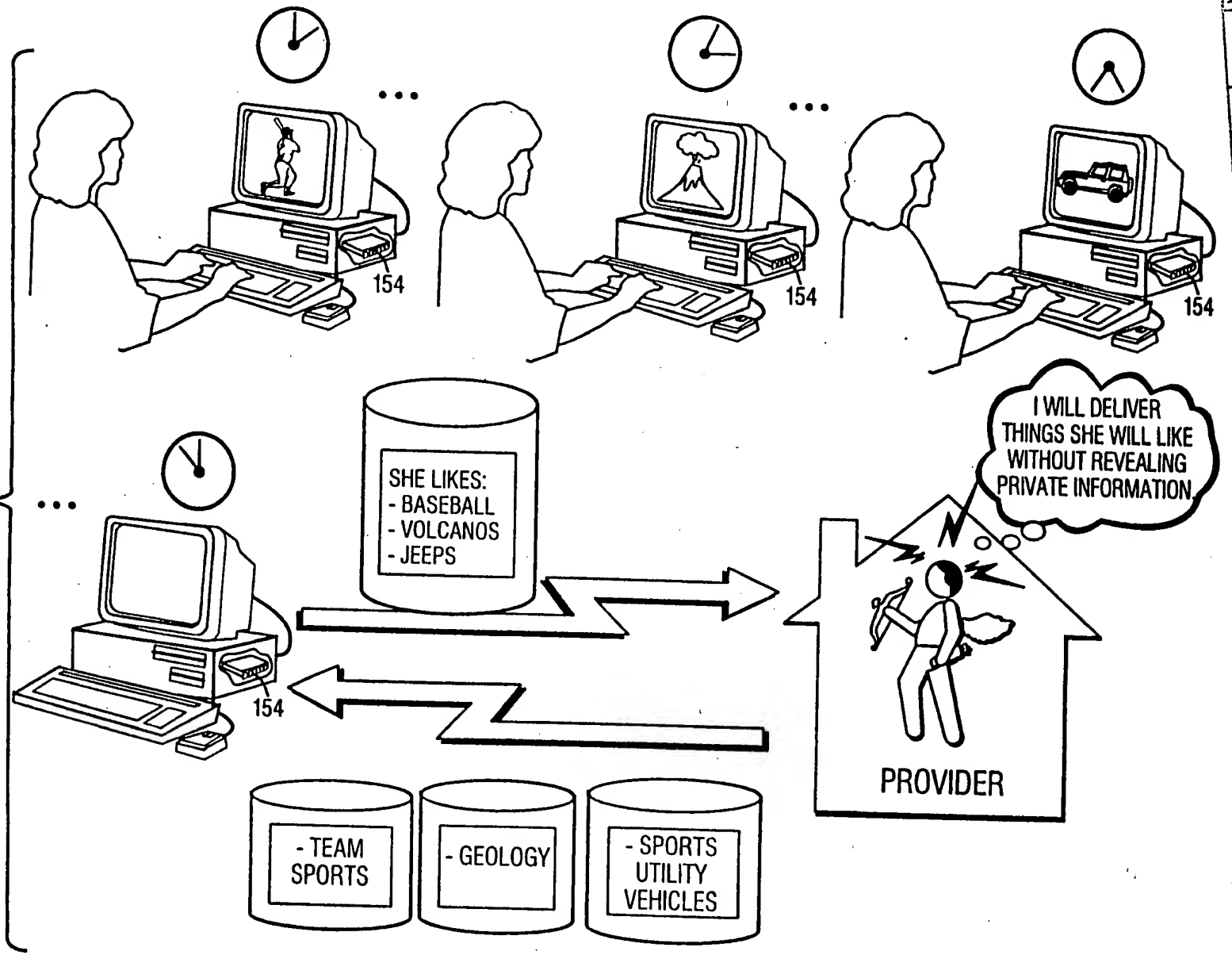


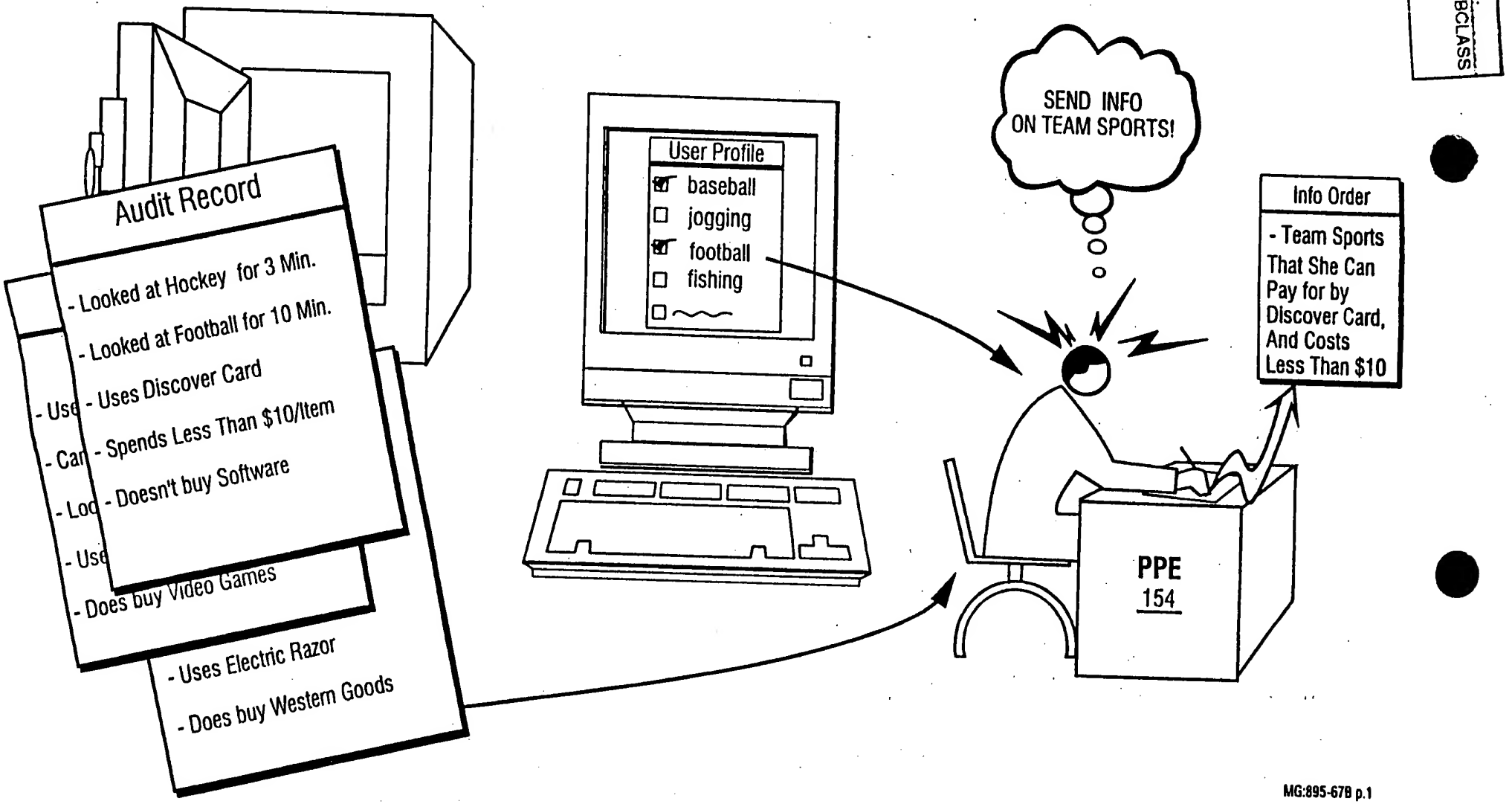
Fig. 10
Example Electronic Matchmaking Process

00h020' 69E86h60

APPROVED
BY
DRAFTSMAN
O.G. FIG.
CLASS
SUBCLASS

Fig. 11

Example User Rights Management Information
By Electronic Matchmaker



DRAFTSMAN
APPROVED BY
O.G. FIG.
CLASS
SUBCLASS

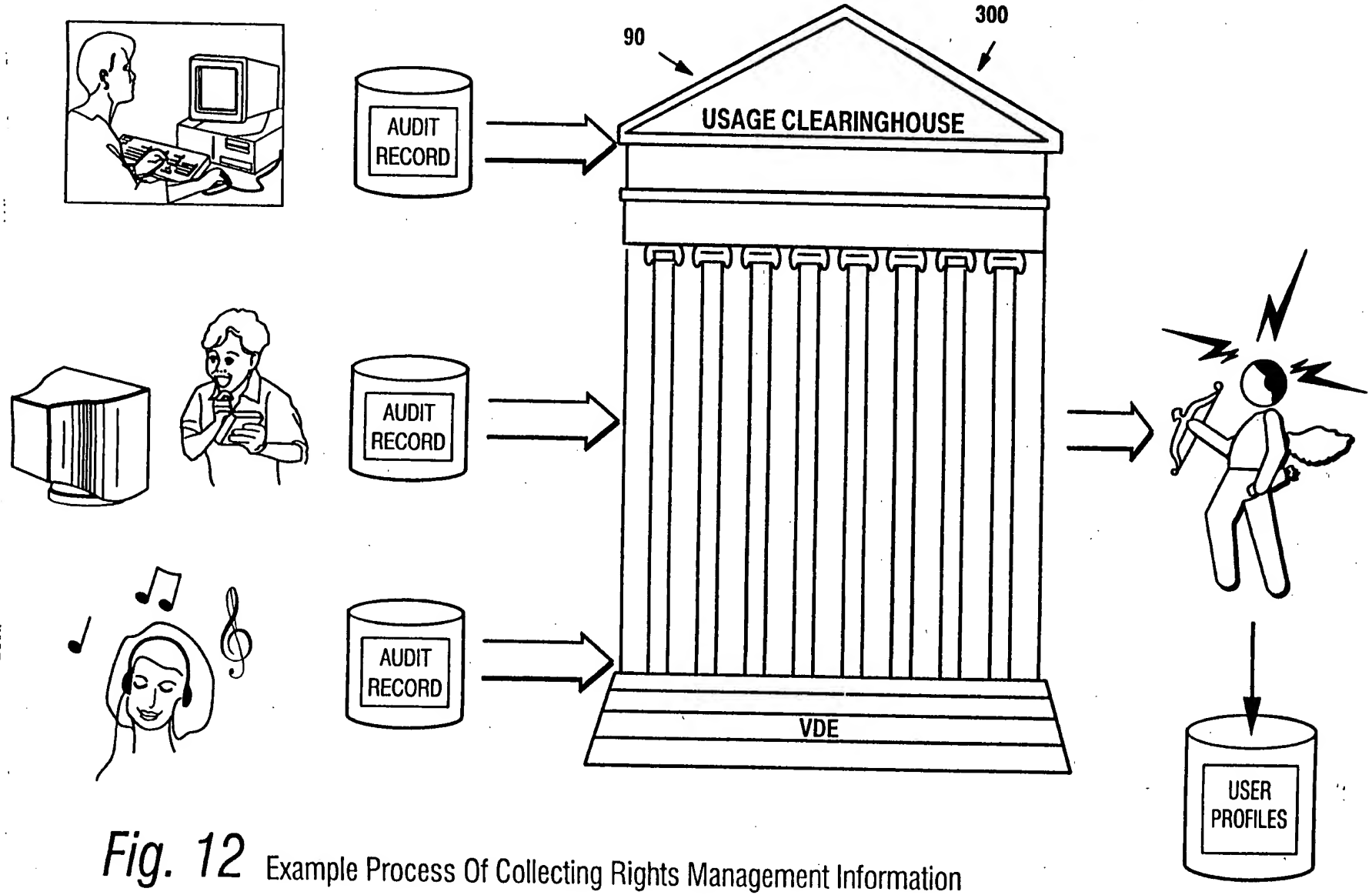
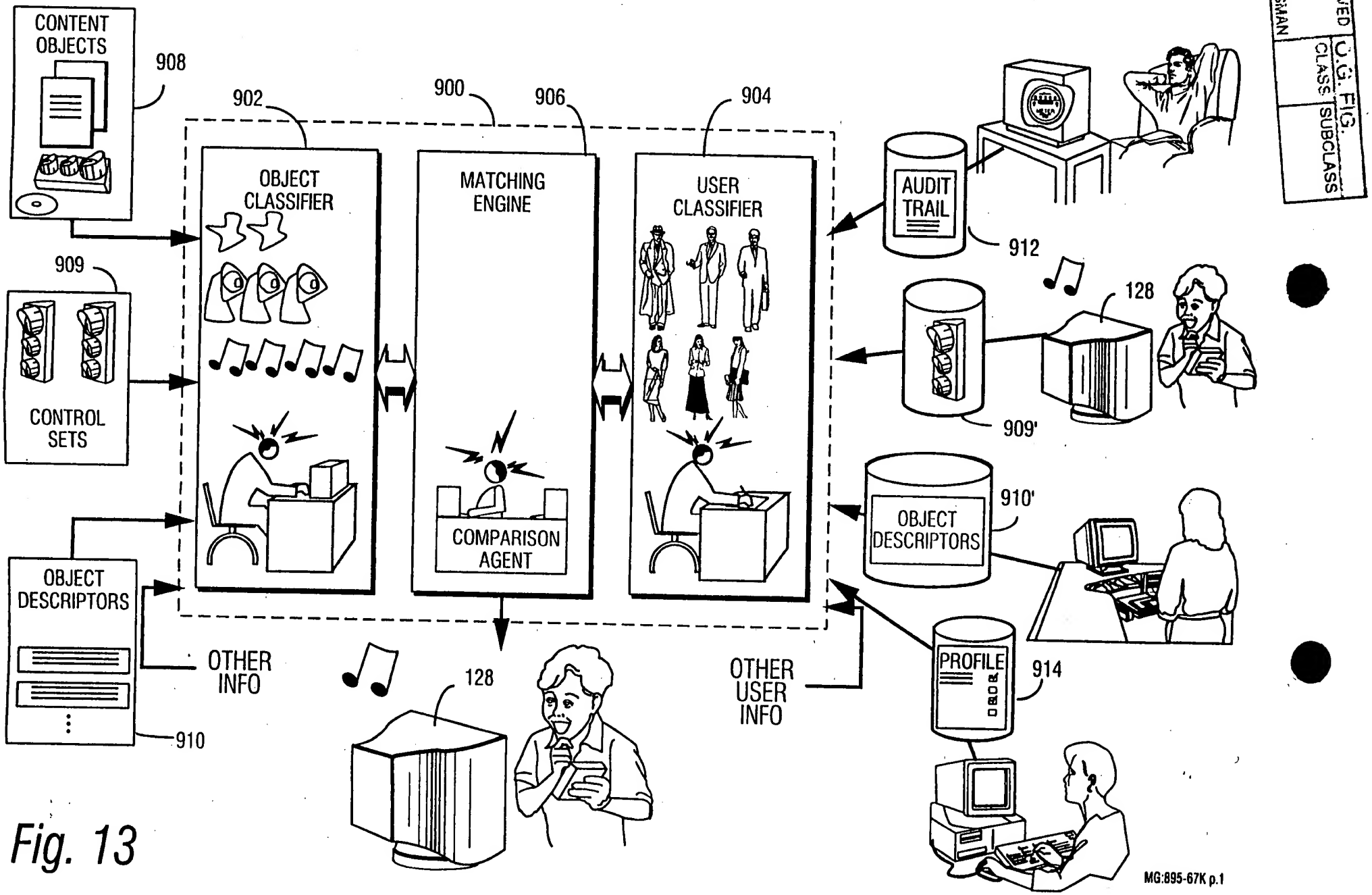


Fig. 12 Example Process Of Collecting Rights Management Information

00n020 69286n60



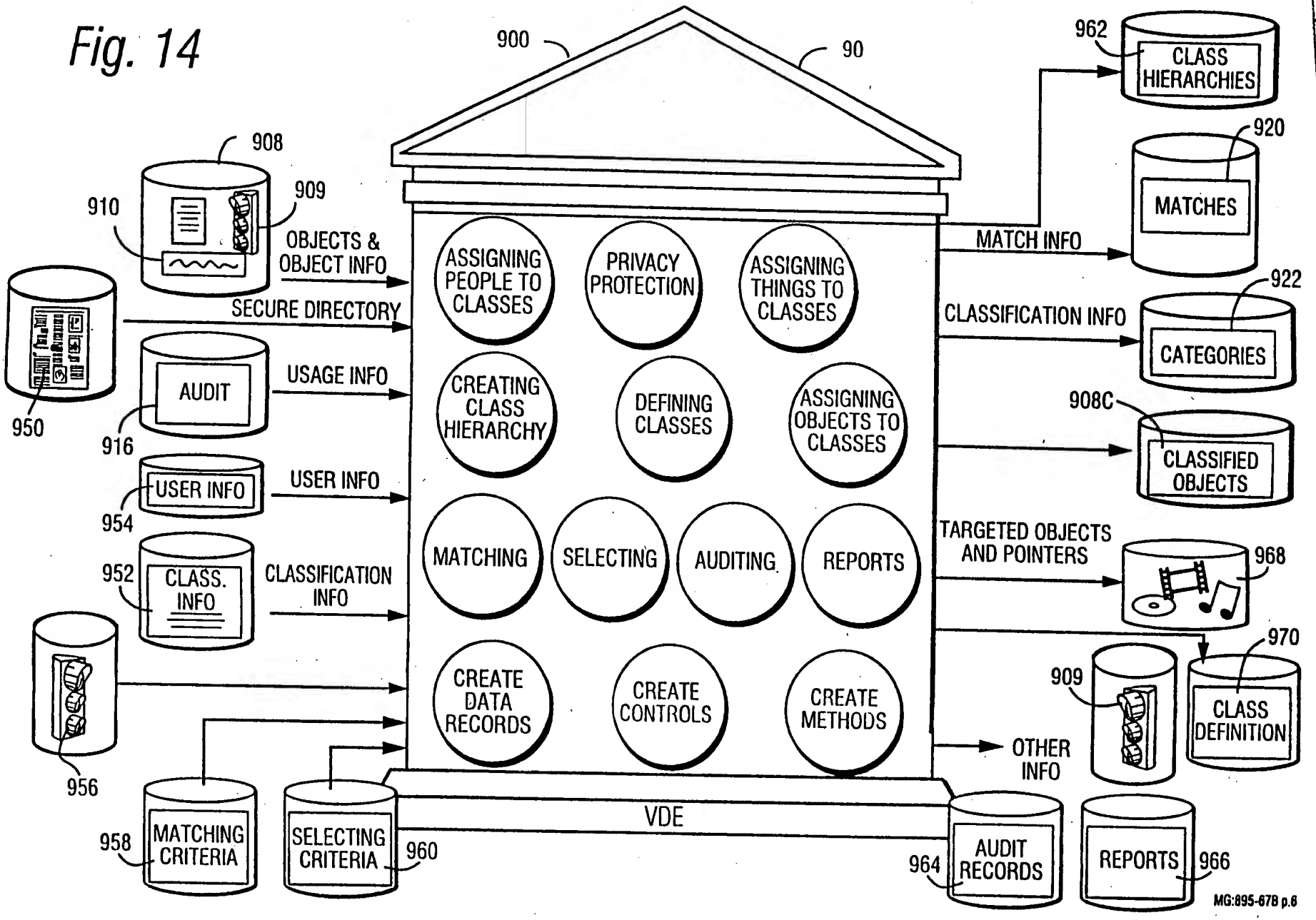
APPROVED BY DRAFTSMAN | O.G. FIG. CLASS | SUBCLASS

Fig. 13

00h020 69286h60

APPROVED BY DRAFTSMAN
O.G. FIG. CLASS SUBCLASS

Fig. 14

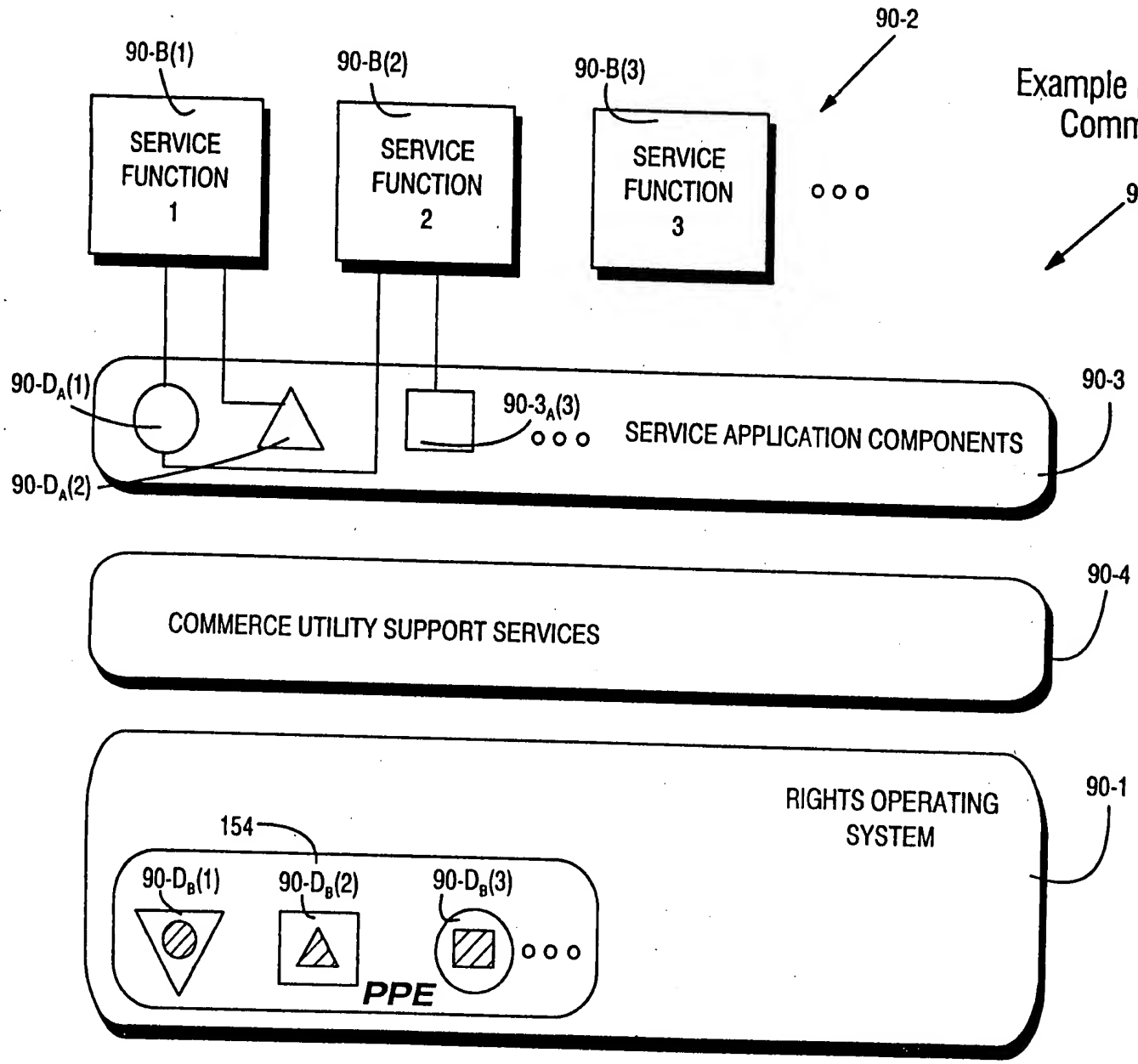


00h020* 69E86h60

APPROVED BY DRAFTSMAN
O.G. FIG.
CLASS SUBCLASS

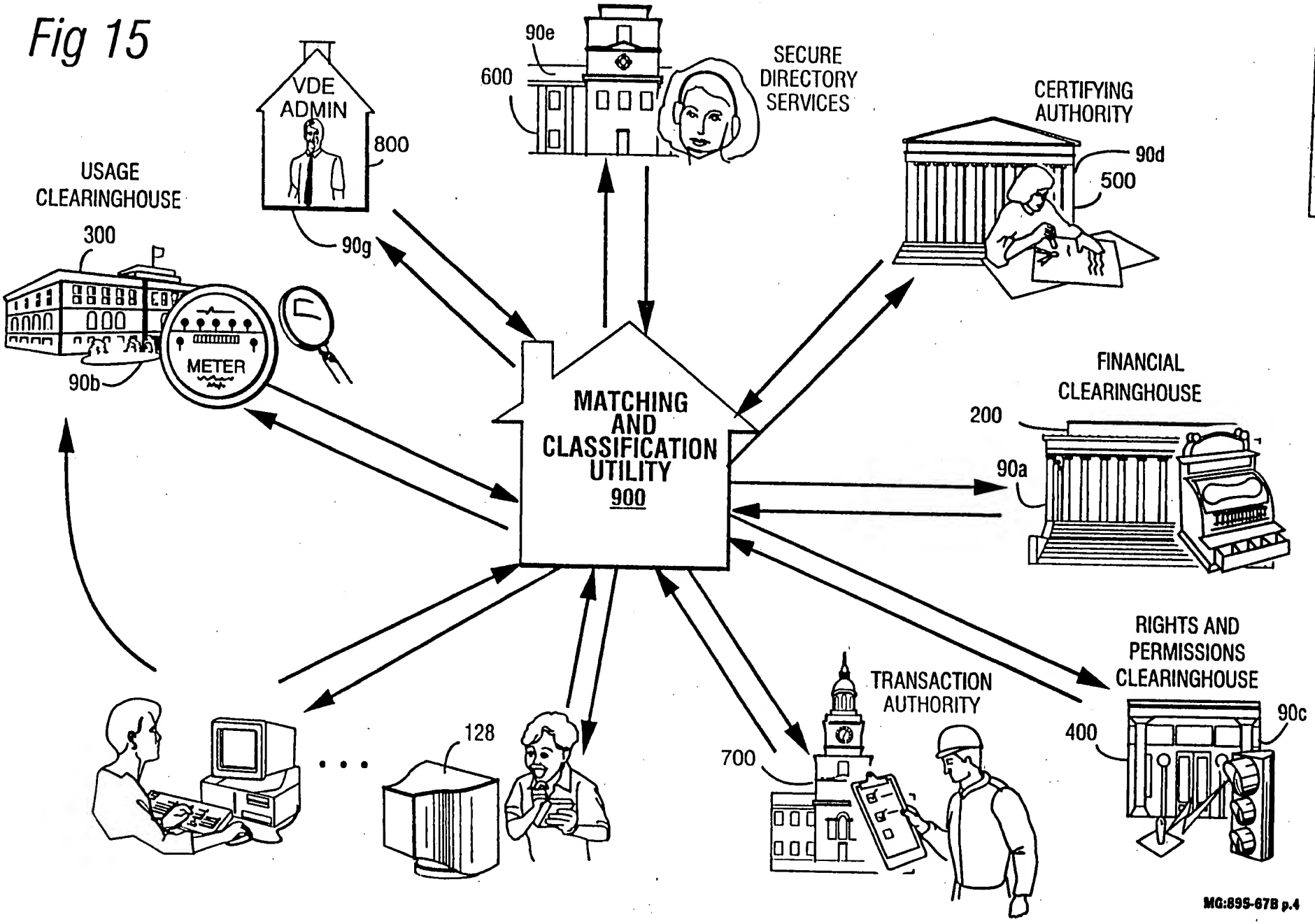
Fig. 14(A)

Example Matching and Classification
Commerce Utility System 900



00h020*69286h60

Fig 15

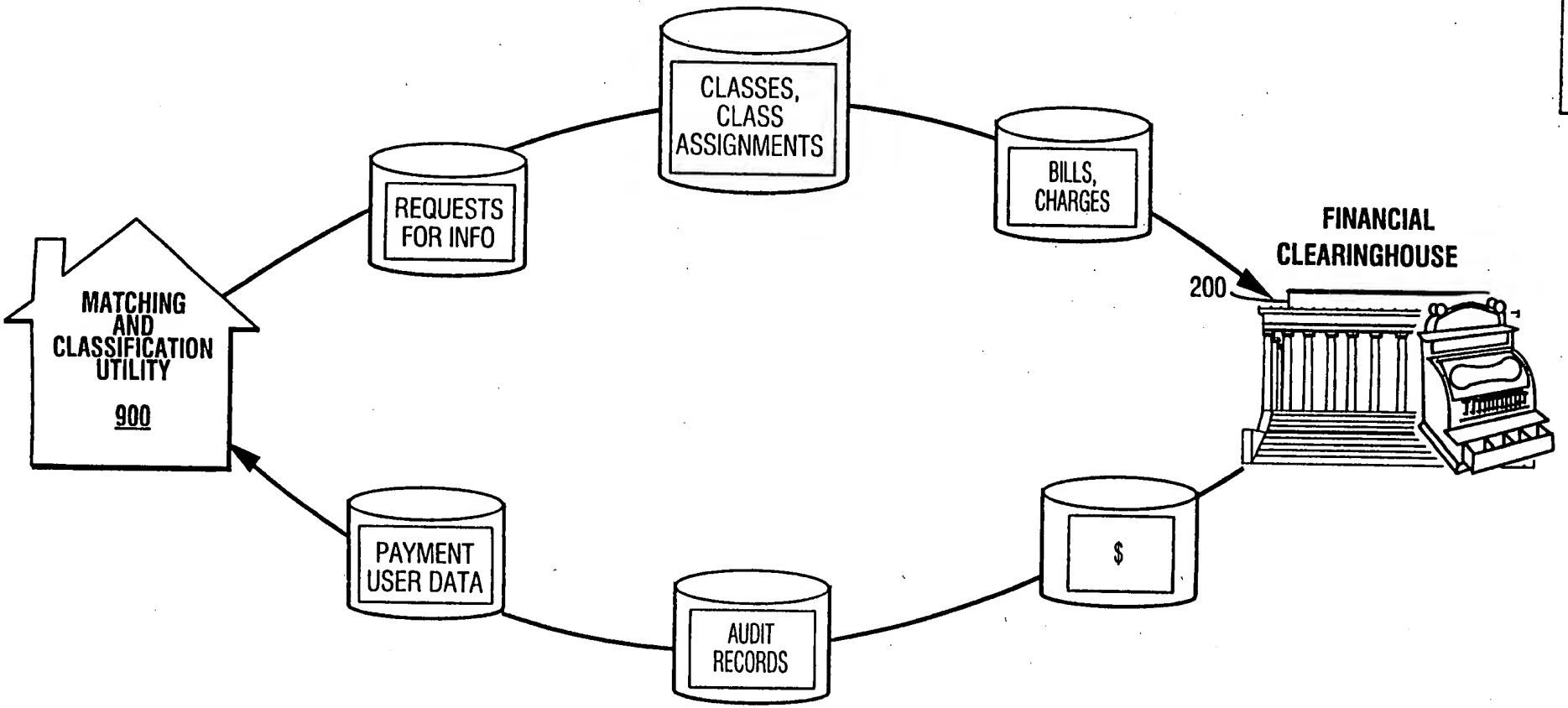


MG:895-67B p.4

APPROVED
BY
DRAFTSMAN
U.S. CL.
CLASS SUBCLASS

DRAFTSMAN | APPROVED BY | U.G. FIG. | CLASS | SUBCLASS

Fig. 15A

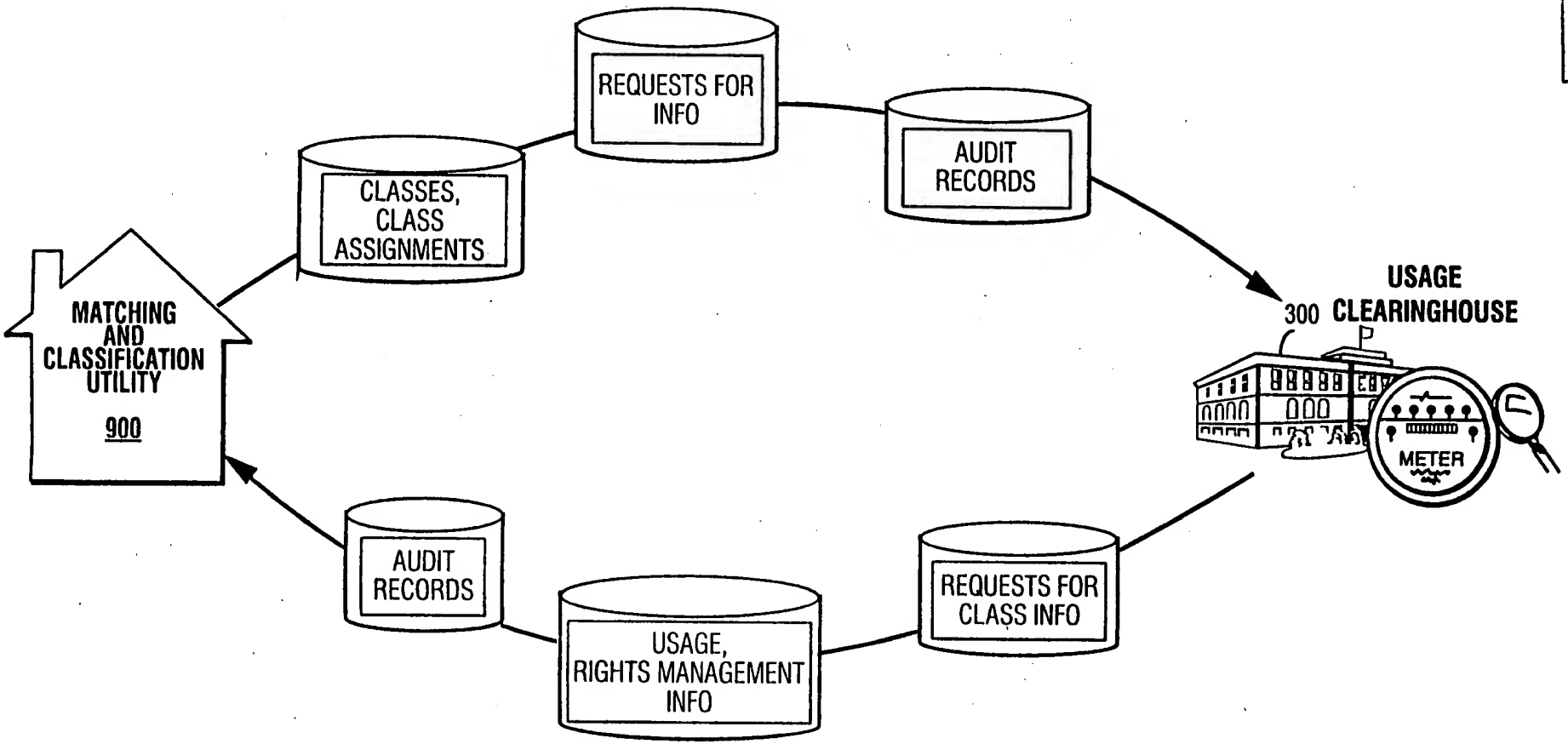


MG:895-67G P.4

00h020 69286h60

APPROVED O.G. FIG.
BY CLASS SUBCLASS
DRAFTSMAN

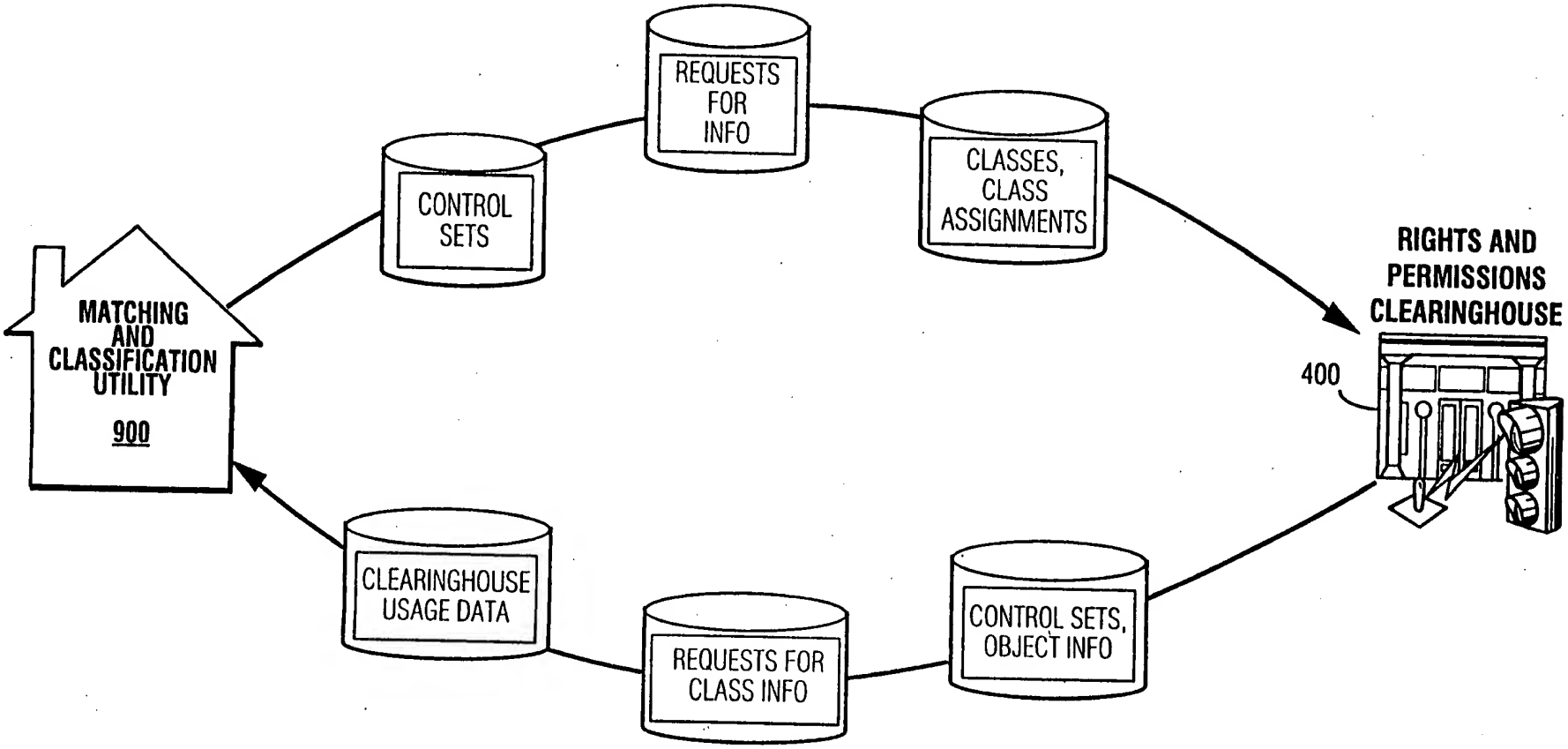
Fig. 15B



00n020 69286n60

APPROVED
BY
DRAFTSMAN
O.G. FIG.
CLASS
SUBCLASS

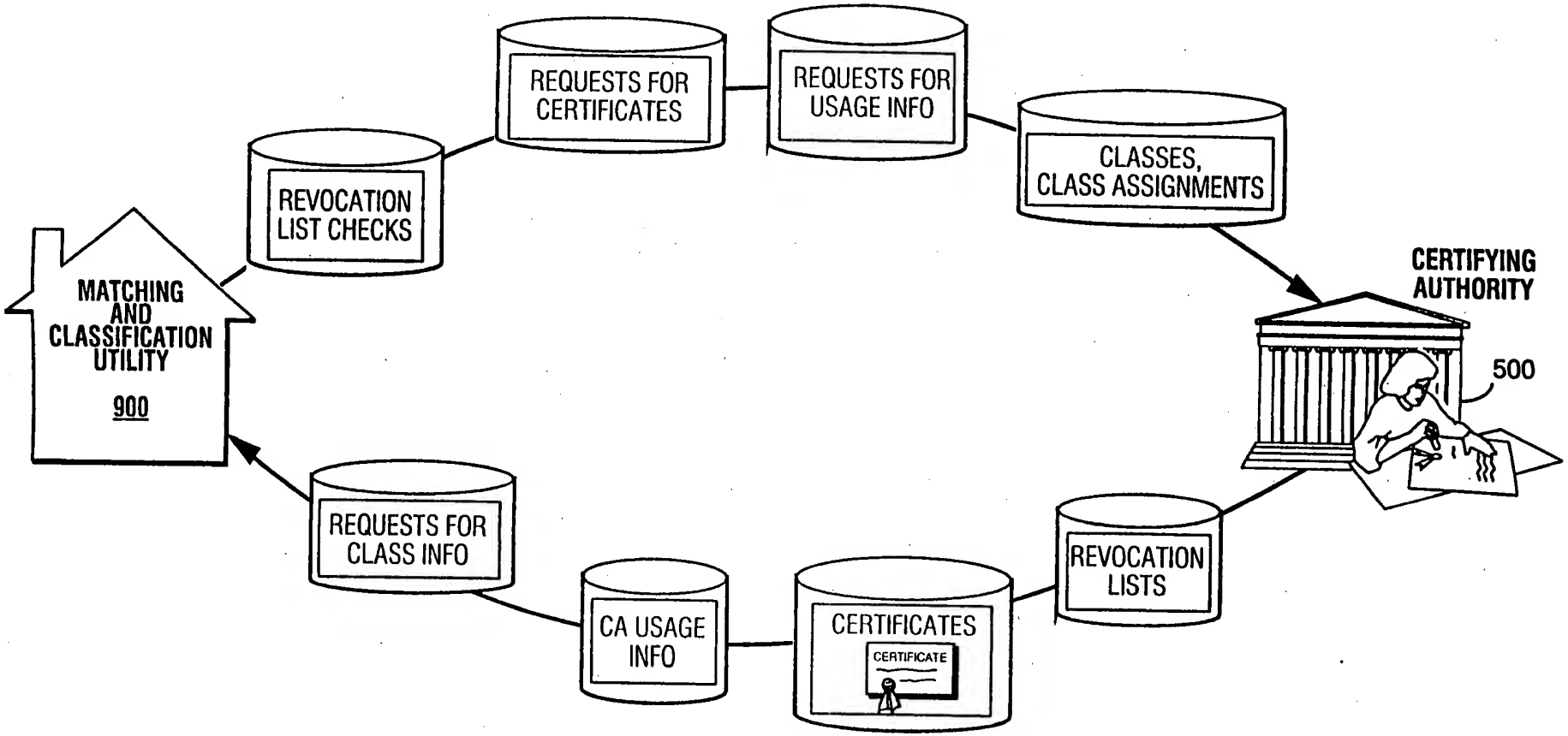
Fig. 15C



00h020* 6926b60

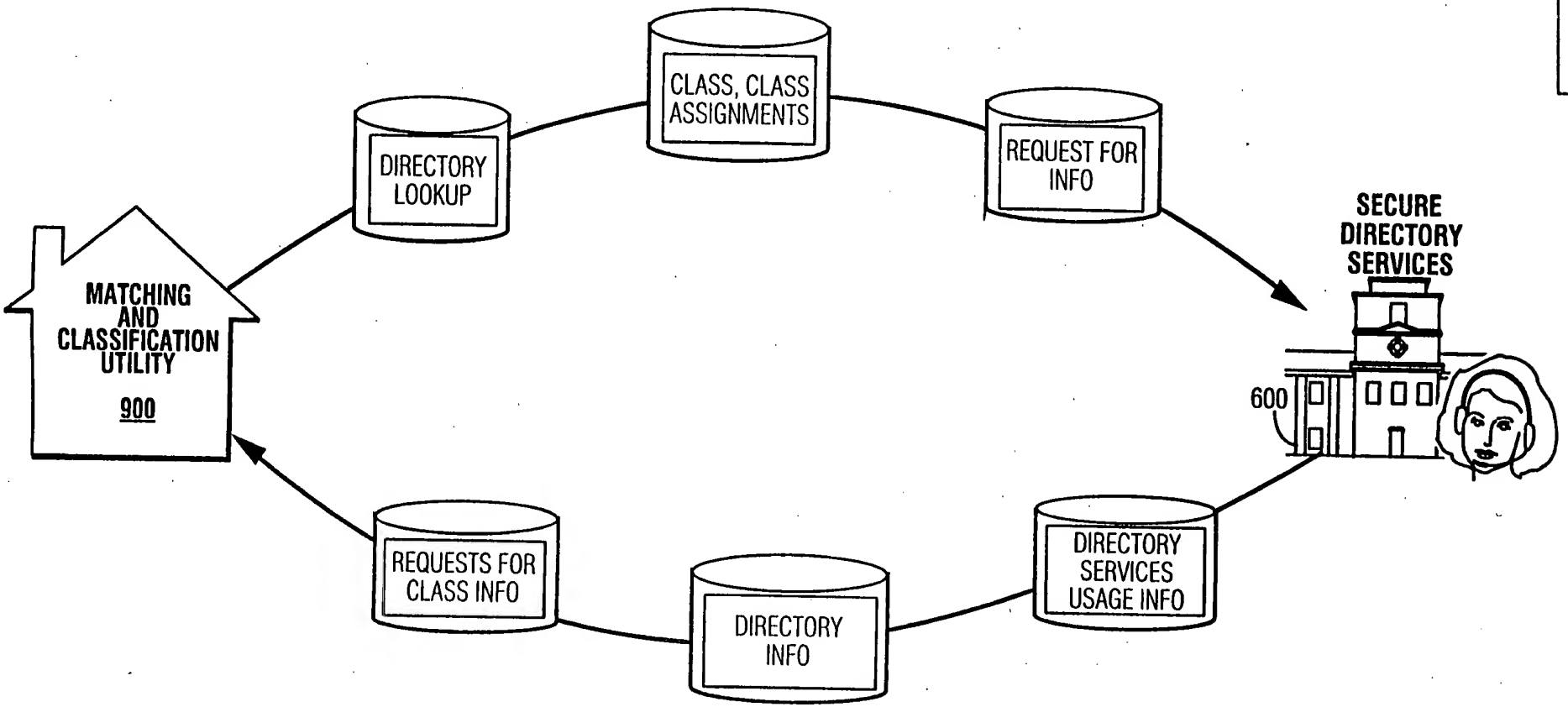
APPROVED
BY
DRAFTSMAN
CLASS
SUBCLASS
U.S. FIG.

Fig. 15D



DRAFTSMAN
APPROVED BY
O.G. FIG.
CLASS
SUBCLASS

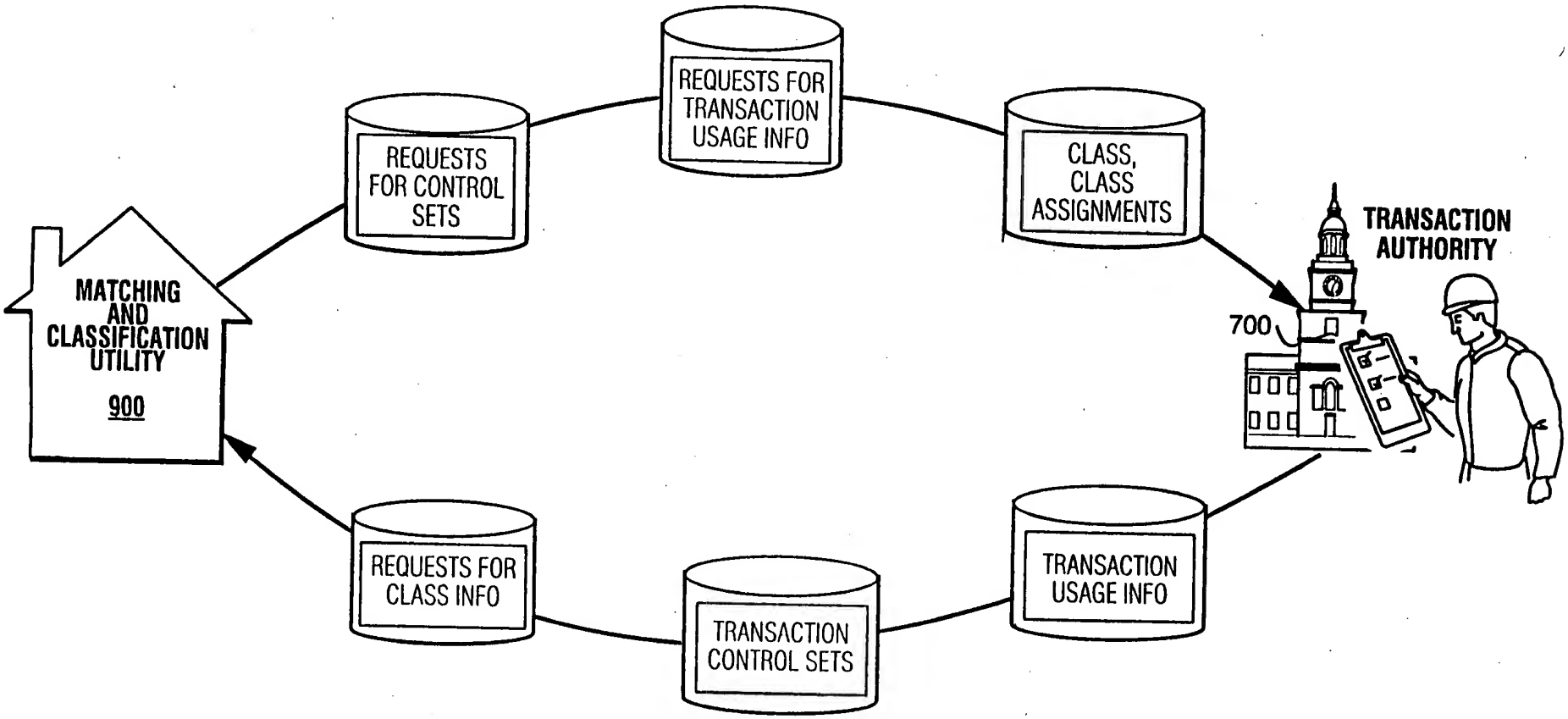
Fig. 15E



00h020 69286h60

APPROVED
BY
DRAFTSMAN
O.G. FIG.
CLASS
SUBCLASS

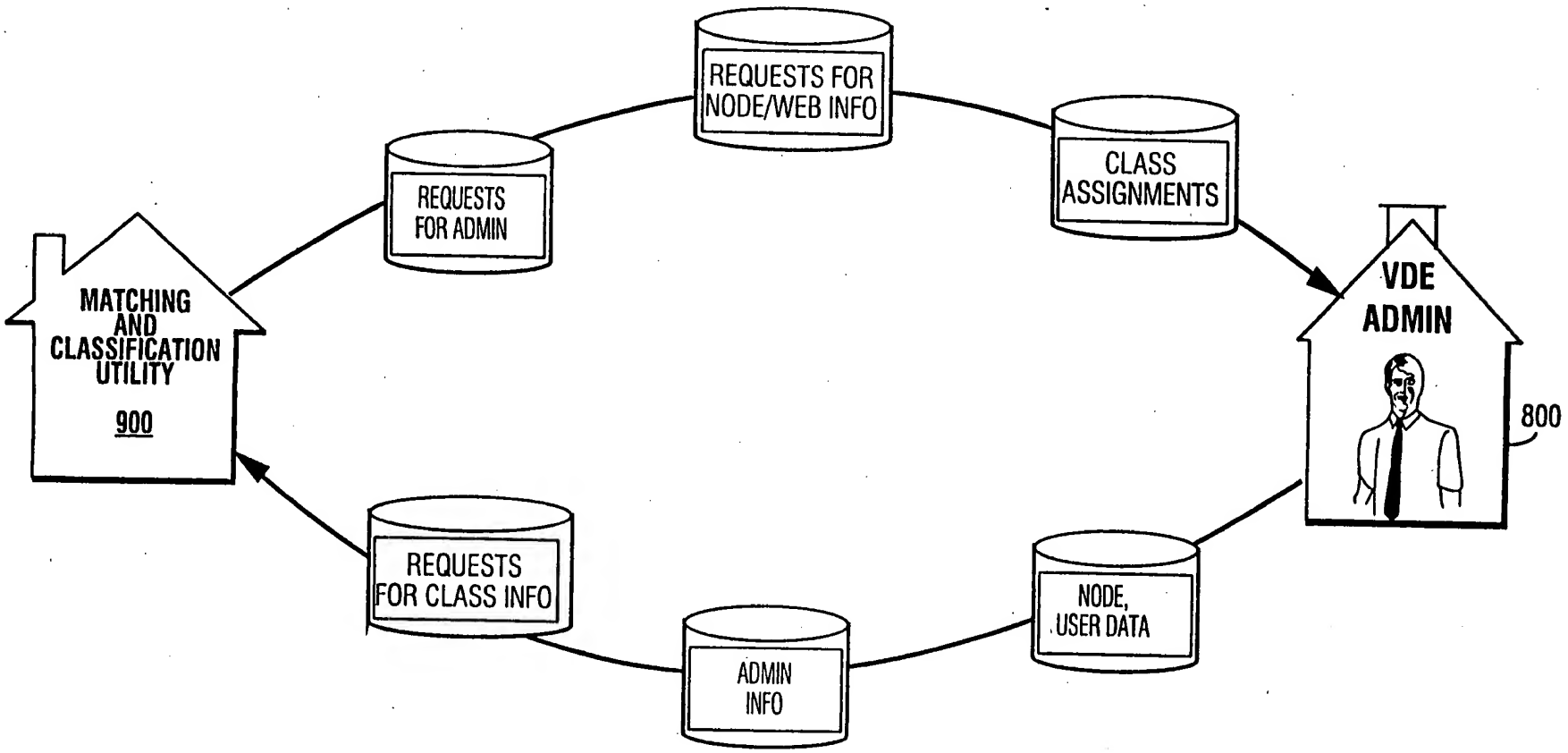
Fig. 15F



00h020 69E86h60

APPROVED FOR FIG.
BY
DRAFTSMAN
CLASS SUBCLASS

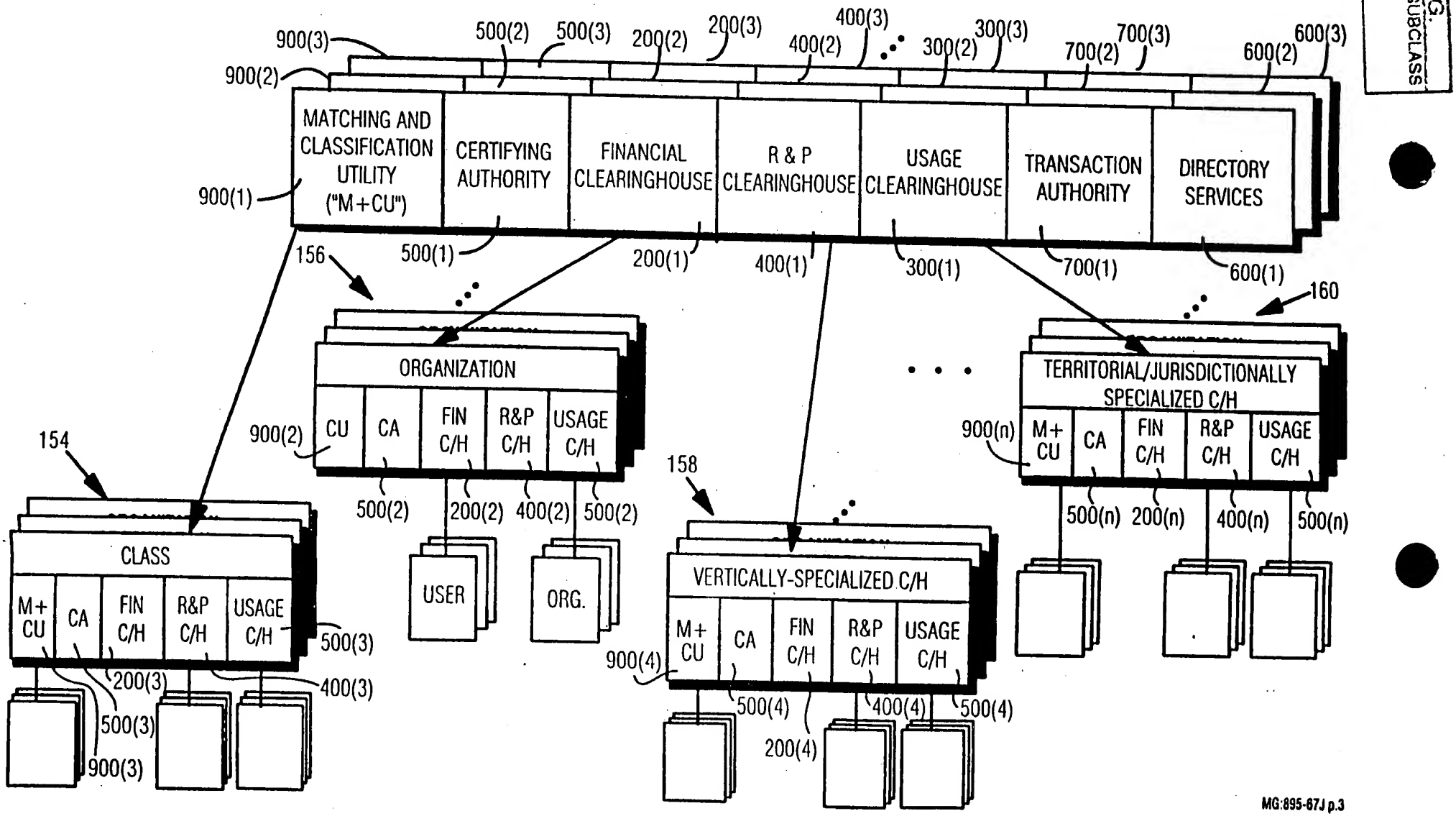
Fig. 15G



DRAFTSMAN APPROVED BY O.G. FIG. CLASS SUBCLASS

Fig. 16A

Hierarchy of Commerce Utility Systems



MG:895-67J p.3

00h020 69286h60

APPROVED O.G. FIG.
BY
DRAFTSMAN
CLASS SUBCLASS

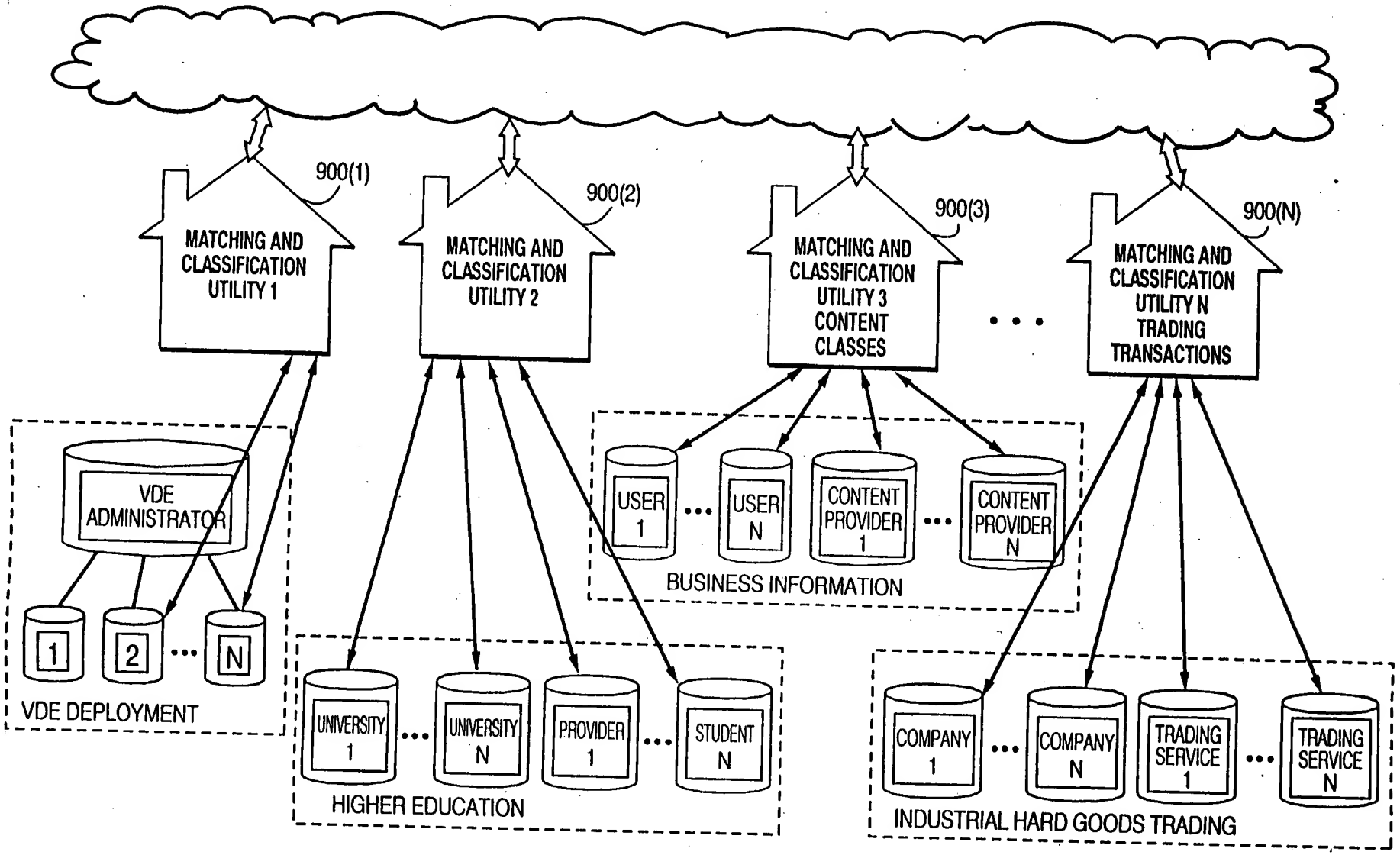


Fig.16B Matching & Classification Utilities Provide Services To Classes Of Nodes, Users, Content Services, Transaction Services.

#895-67: fig16b.ai.

00h020°6926bh60

APPROVED
DRAFTSMAN
BY
U.S. FIG.
CLASS SUBCLASS

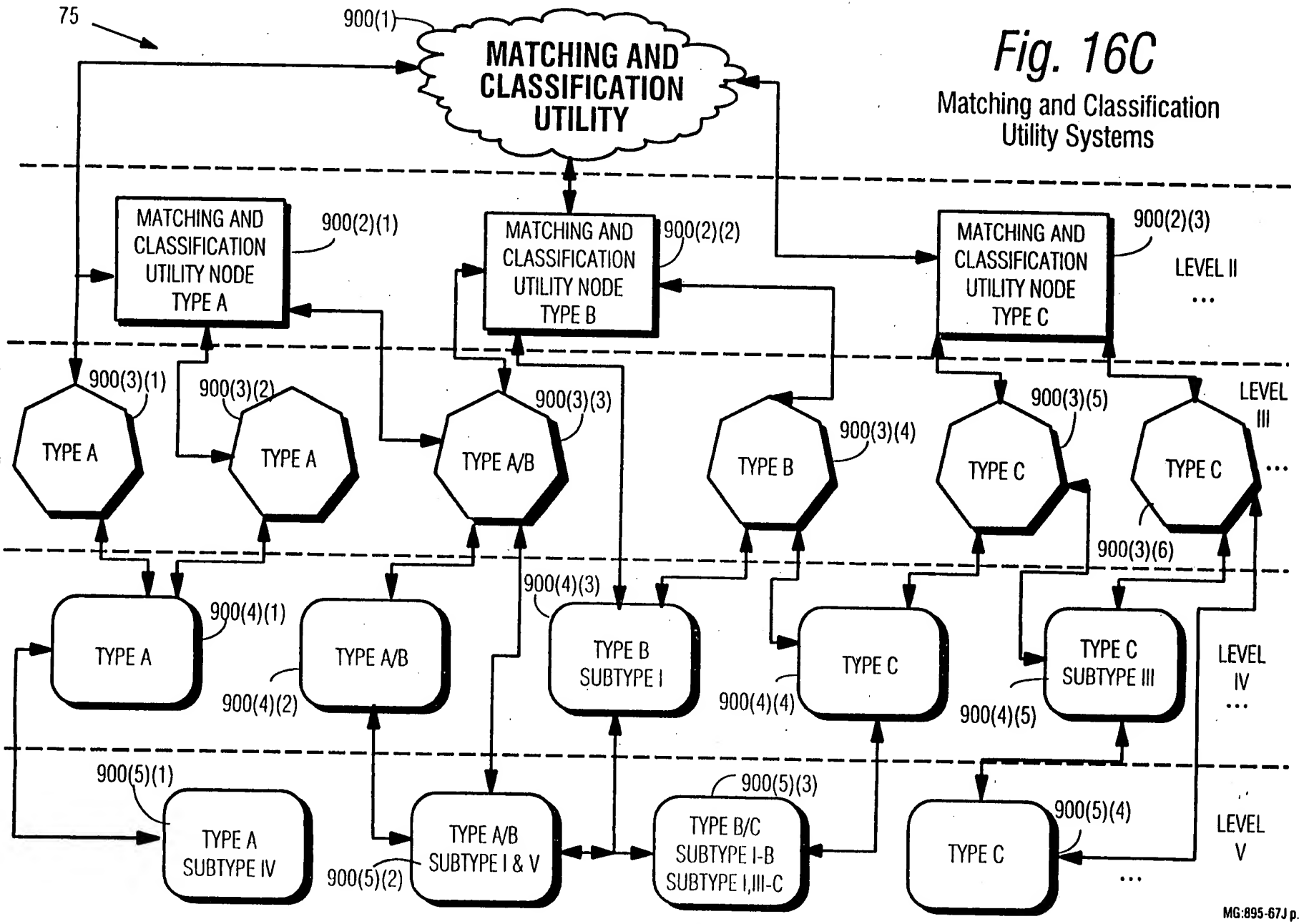


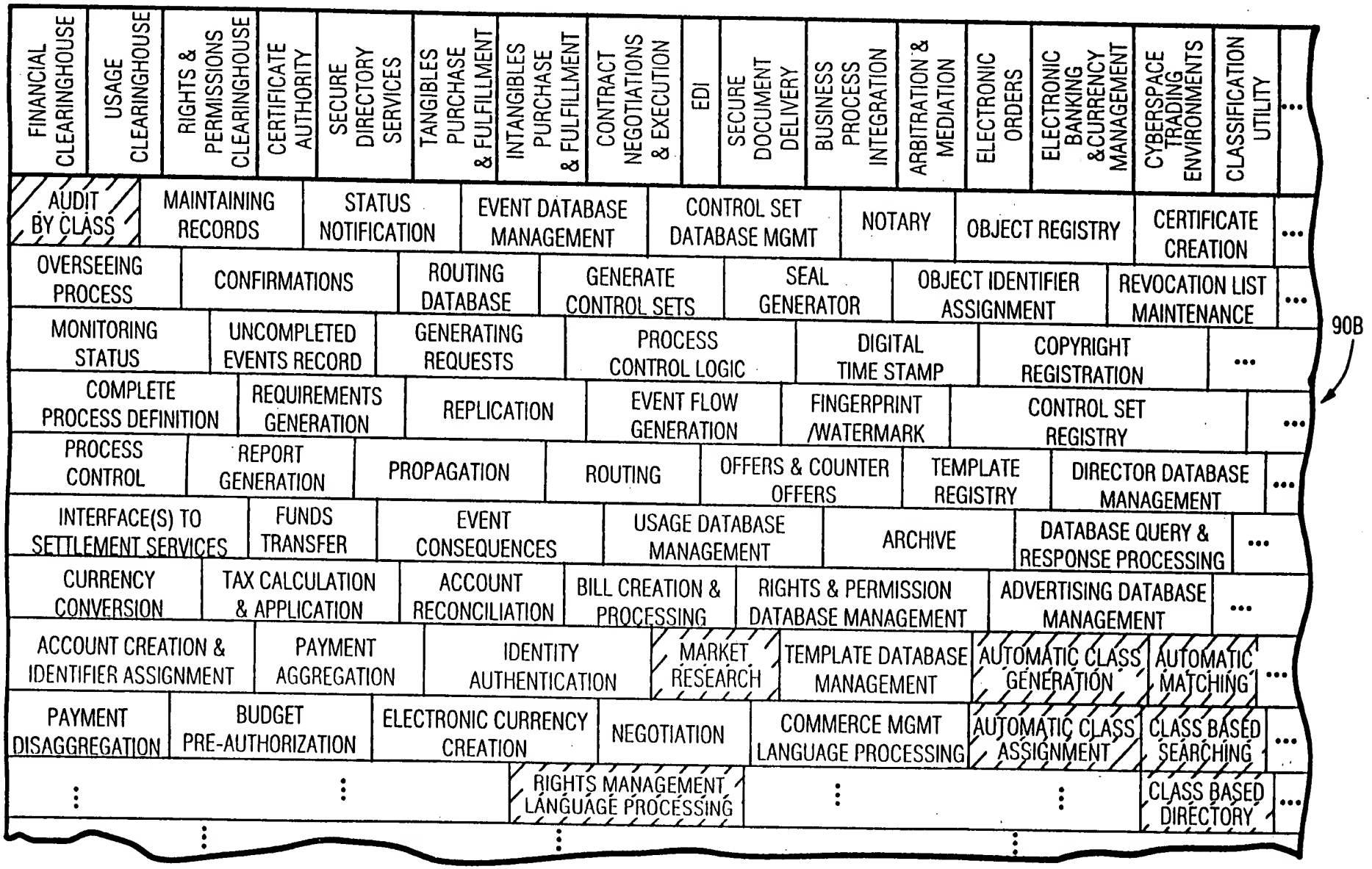
Fig. 16C

Matching and Classification Utility Systems

MG:895-67J p.2

DRAFTSMAN | APPROVED BY | O.G. FIG. CLASS | SUBCLASS

Fig. 17



MG:895-67J p.1

APPROVED BY DRAFTSMAN | O.G. FIG. CLASS | SUBCLASS

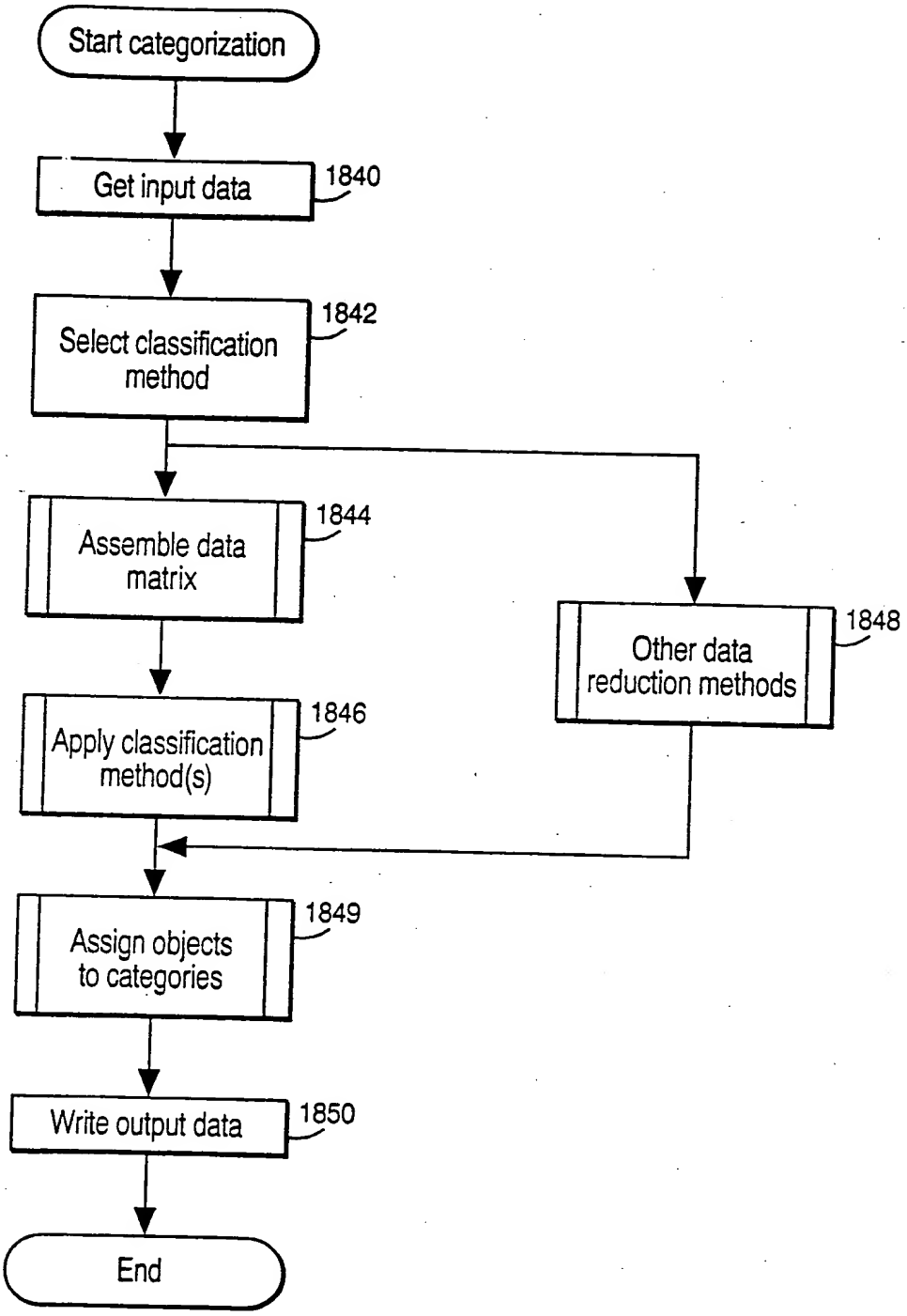


Fig. 18

Example Steps to Categorize Objects

APPROVED BY DRAFTSMAN | O.G. FIG. CLASS | SUBCLASS

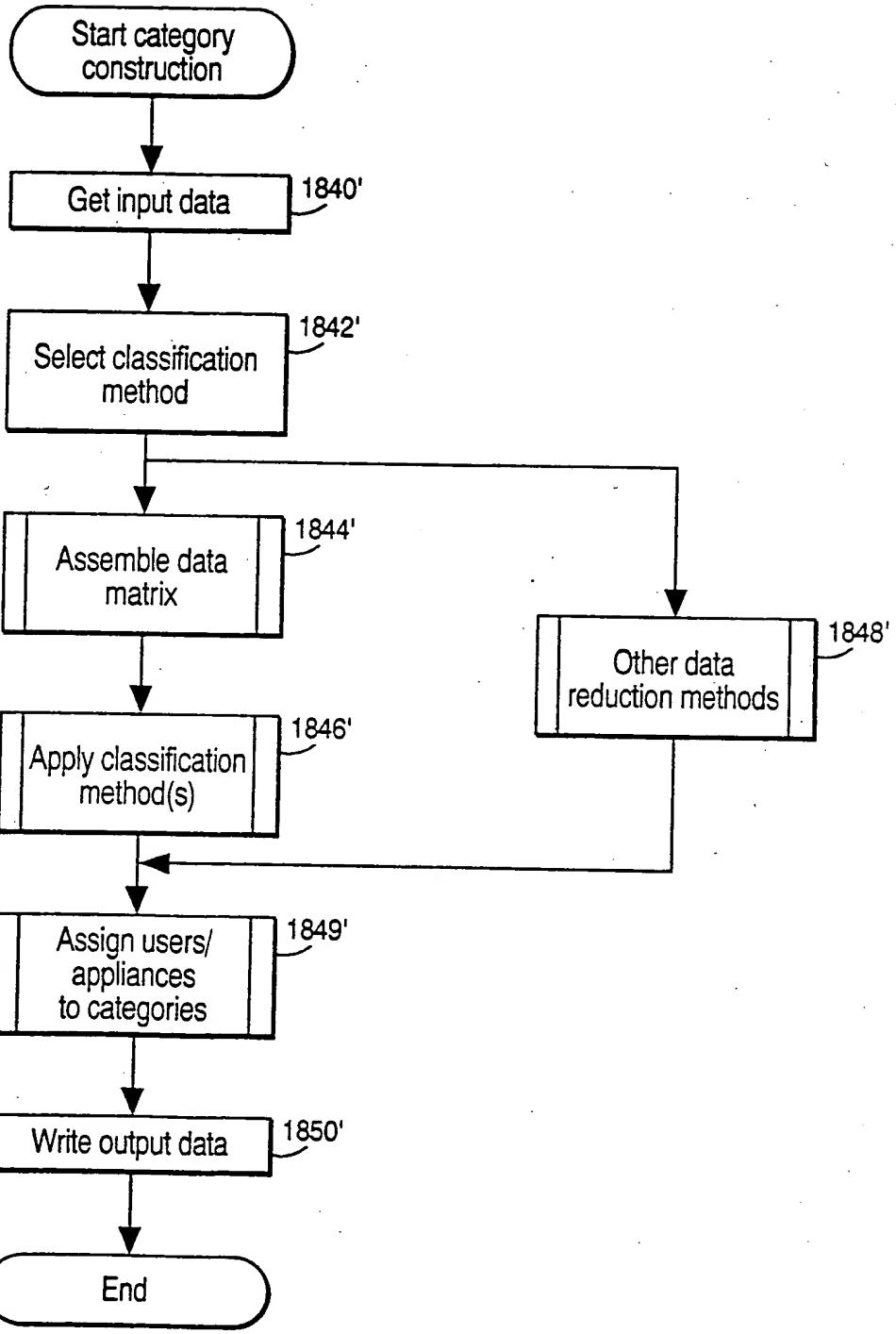


Fig. 19

Example Steps to Categorize Users/Appliances

DRAFTSMAN | APPROVED BY | U.S. FIG. CLASS | SUBCLASS

Node ID	Operating system	Country	State	VDE Adm. Org.	VDE version	VDE maintenance level	User ID number	Gender	Age	Highest edu. level	Citizenship	Country of residence	City
128.1.4.132	WIN95	USA	CA	VDEADM	1.5	02	FF98C48A	Female	32	14	UK	UK	London

1852

User ID	Myers-Briggs Categories: Extroversion or introversion	Sensing or intuition	Thinking or feeling	Judging or perceiving	SRI internet iVALS category
FF98C48A	I	N	T	J	Worker

Fig. 20

Example Composite Record-Input To Classification Process

User ID number	Object ID	Right ID	Method	Right ID	Method	Right ID	Method	Method	Right ID	Method
CF129CD5	1227-33-1298-2	Use	Open	Meter	Each time	Budget	Simple purchase	$1.00	Bill	VISA

APPROVED BY DRAFTSMAN | O.G. FIG. | CLASS | SUBCLASS

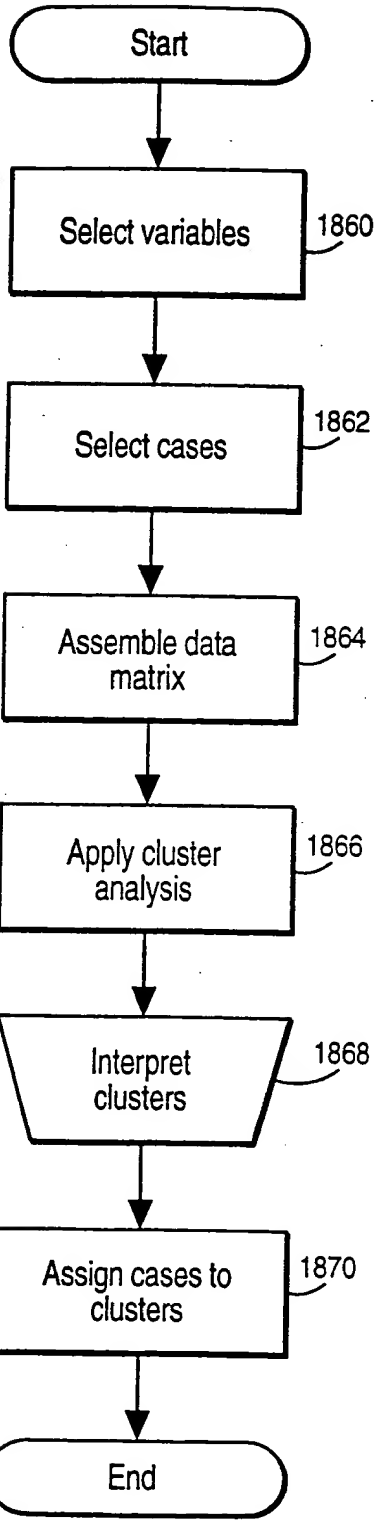


Fig. 21

Example Cluster Analysis Process

895-67new:f-ya.ai

APPROVED BY DRAFTSMAN | O.G. FIG. CLASS | SUBCLASS

Variables	Typical Class 1-Profile	Typical Class 2-Profile
City	Washington, DC	Knoxville, TN
Av. price of content purchased last 30 days	$8.79	$1.95
Number of trips abroad in last 2 years	3	0
Type of content most frequently purchased	National and international news	Sports
2nd most frequently purchased	Business information	Religious
Third most frequently purchased	Travel information	Movies
Pay per view	No	Yes
Add new controls to content	Yes	No
Stated religious affiliation	None	Methodist
SRI internet lifestyle category	Surfer	Worker
Modification rights purchased	20% of text items	5% of text items

Fig. 22 Example Classification Output Illustrating Different Classes Based Upon Differing Profiles

895-67new:f-yb(pg1).qxd

APPROVED BY DRAFTSMAN | O.G. FIG. | CLASS | SUBCLASS

Variables	Factor 1 Loadings	Factor 2 Loadings
Region of US	.82	.11
Family income	.90	-.09
Av. price of content purchased last 30 days	.72	.15
Number of trips abroad in last 2 years	.91	.09
Percent news, business	.79	-.12
Percent entertainment	-.69	.21
Add new controls to content	.88	.19
Religiosity	-.60	-.22
Participates in sports	-.21	.87
Watches team/individual sports on TV	-.11	.62
Owns a sports utility vehicle	.12	.72
Consumes beer/wine	-.18	.83
Male/female	.21	.92
Education beyond college	.45	-.45
Buys pay per view sports events	-.25	.77
Number of TVs in house	-.11	.66

Fig. 23 Example Classification Output Illustrating Principal Components Analysis On Parameter Data And Categories Data

895-67new:f-yb(pg2).qxd

APPROVED BY DRAFTSMAN | O.G. FIG. | CLASS | SUBCLASS

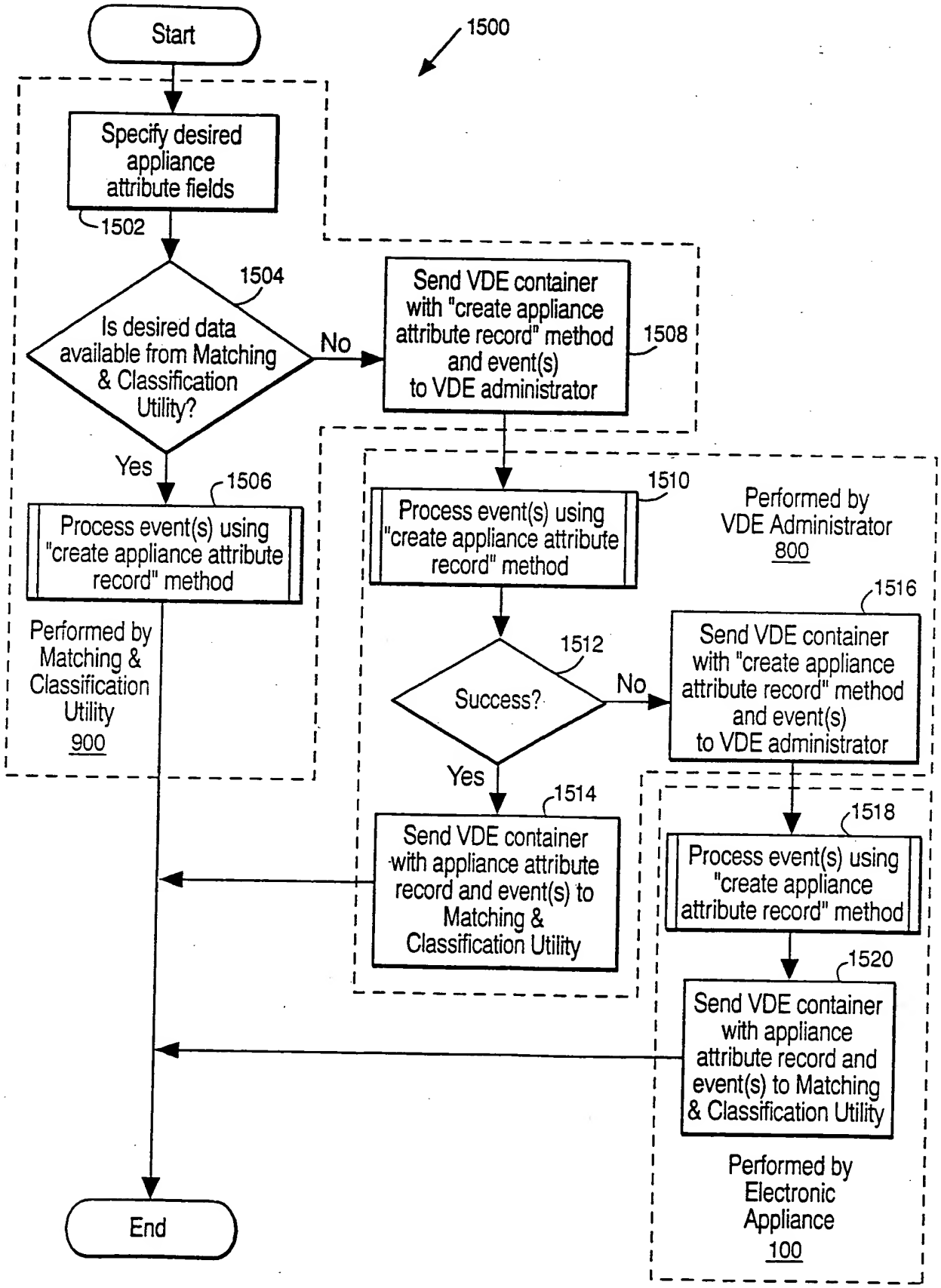


Fig. 24

Example Steps for Collecting Appliance Attribute Data

APPROVED BY DRAFTSMAN | O.G. FIG. | CLASS | SUBCLASS

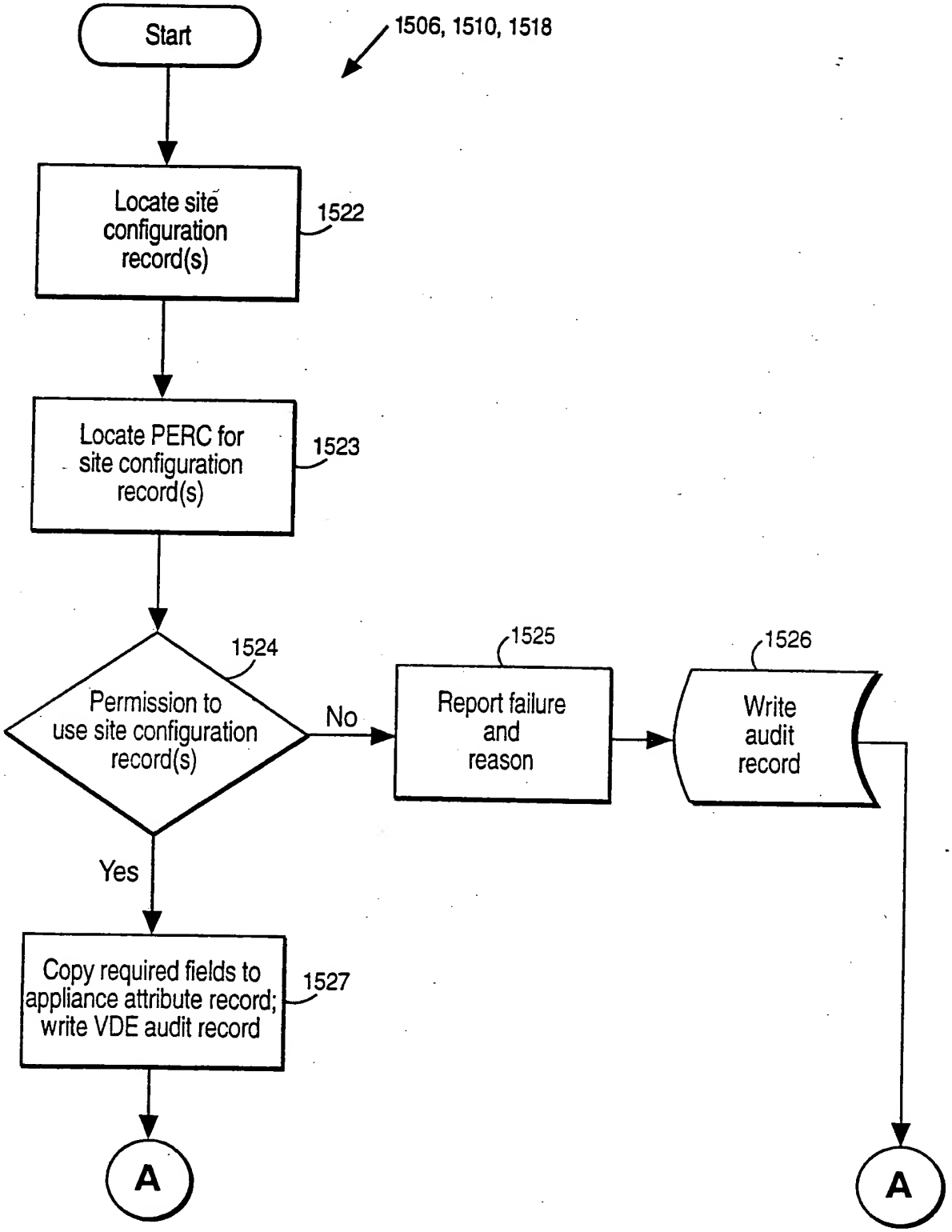


Fig. 25(A)

Example Create Appliance Attribute Data Method steps

APPROVED BY DRAFTSMAN | O.G. FIG. | CLASS | SUBCLASS

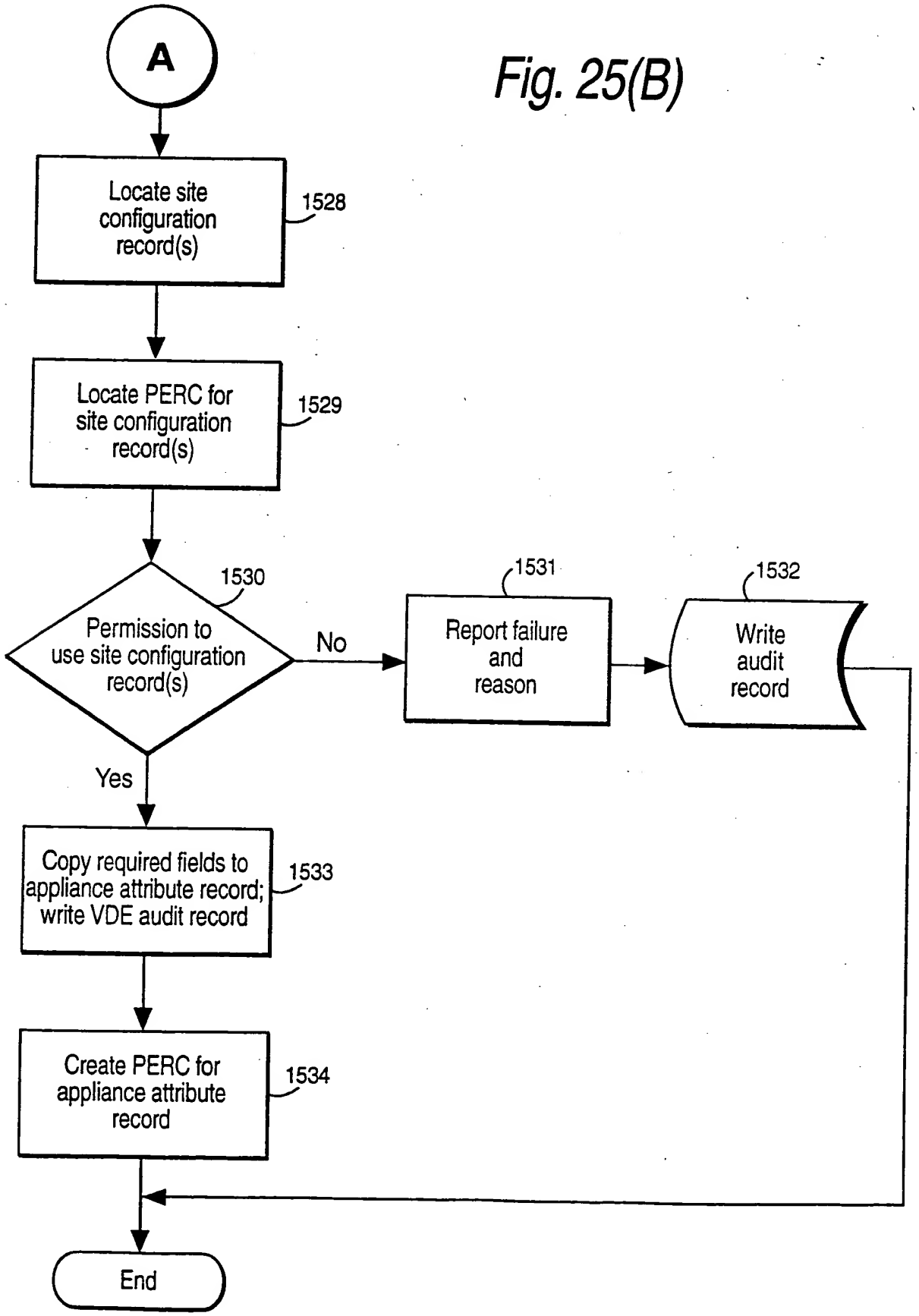


Fig. 25(B)

Oracle v. Google

DRAFTSMAN
APPROVED BY
O.G. FIG. CLASS SUBCLASS

Fig. 26(A) Example Appliance Attribute Record

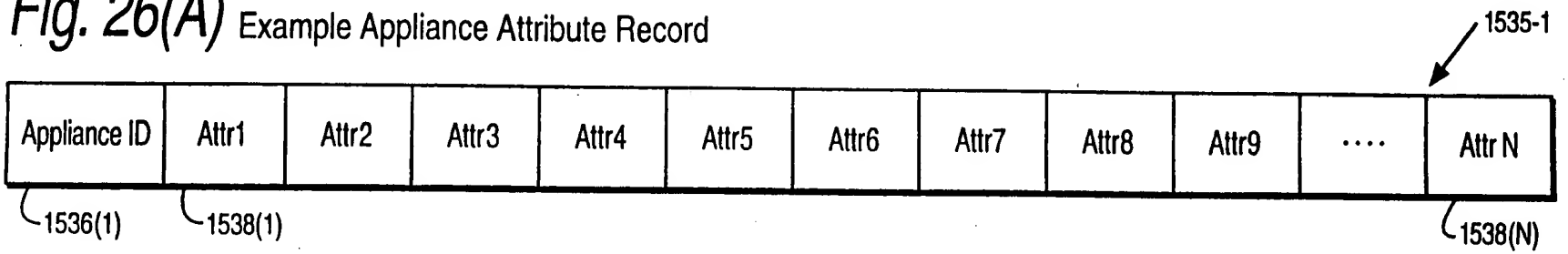
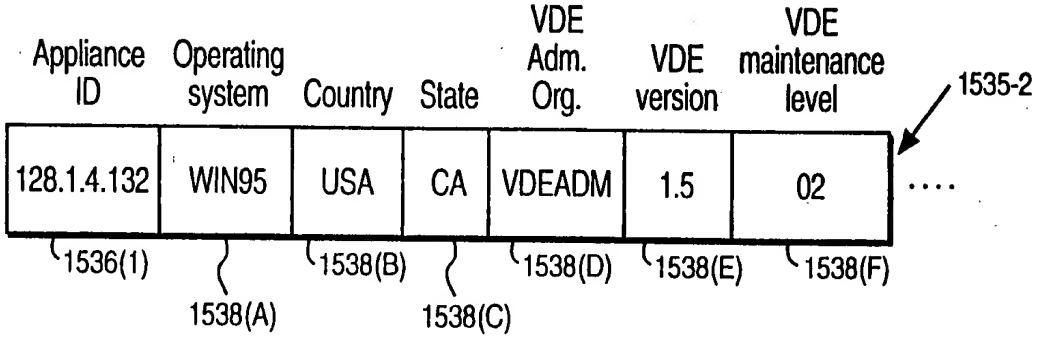


Fig. 26(B)



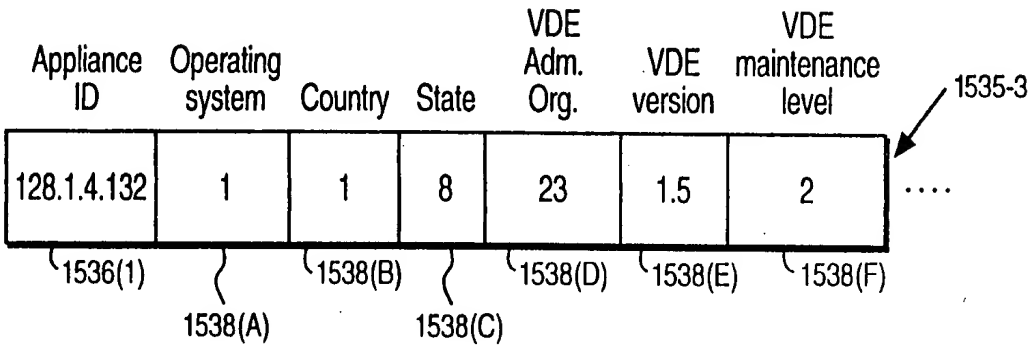


Fig. 26(C)
Example Appliance Attribute Record

APPROVED BY DRAFTSMAN | O.G. FIG. | CLASS | SUBCLASS

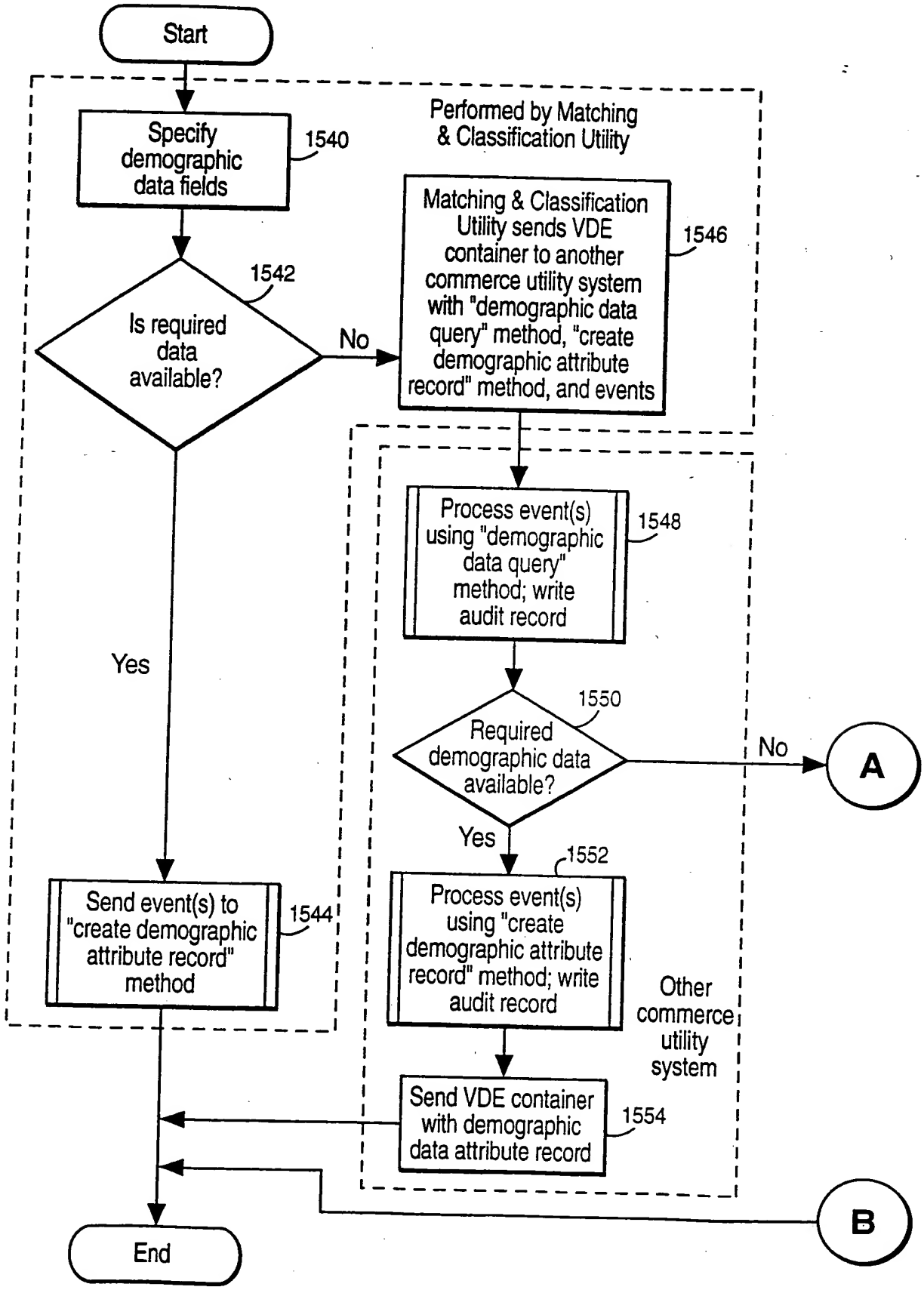


Fig. 27(A) Example Steps for Collecting Demographic Data

Oracle Exhibit 1004

APPROVED BY DRAFTSMAN | O.G. FIG. | CLASS | SUBCLASS

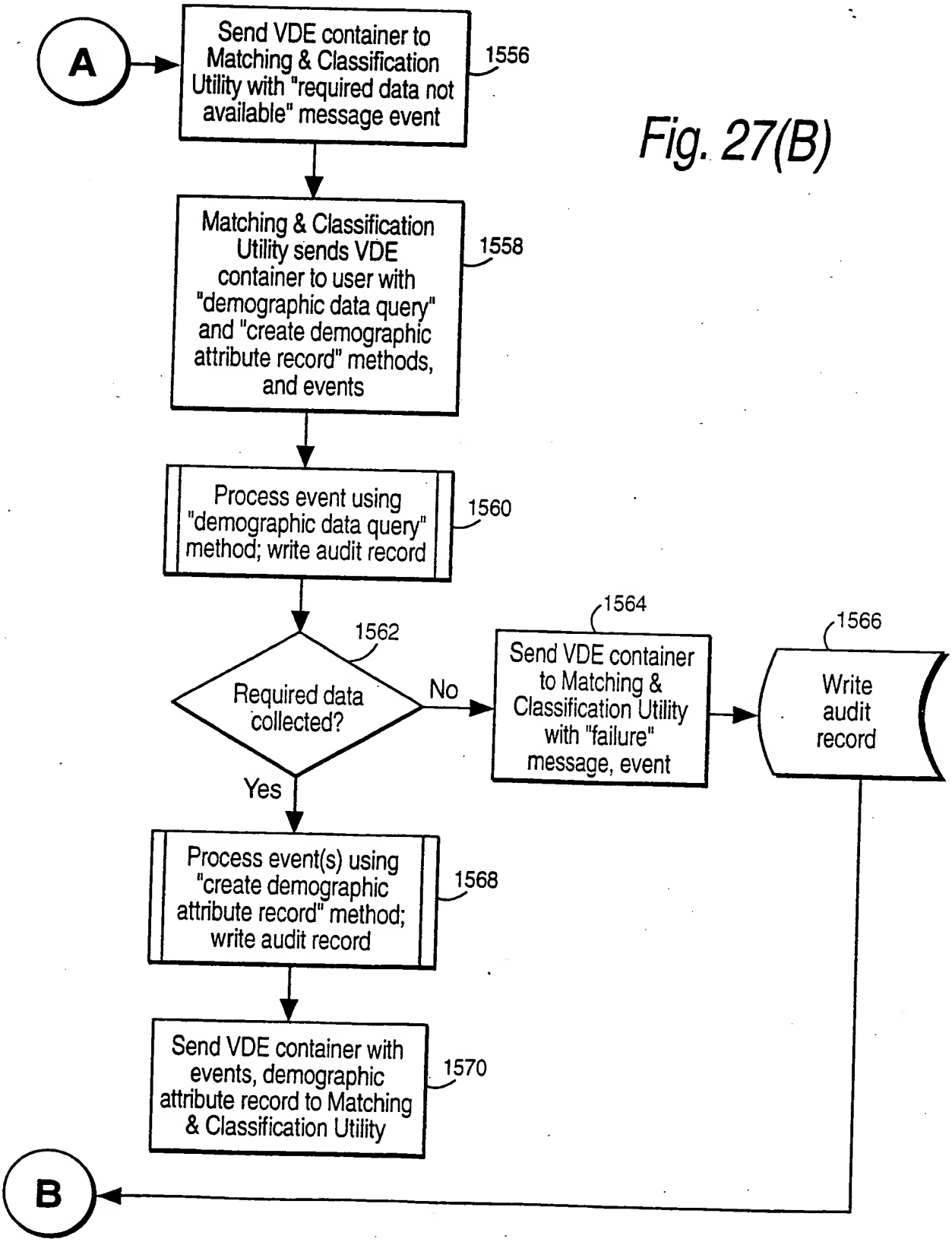


Fig. 27(B)

Unpublished - Copyright

APPROVED BY DRAFTSMAN | O.G. FIG. CLASS | SUBCLASS

Demographic Information Questionnaire

Name: _____

Address: _____

Address: _____

City: _____ State: _____ Zip: _____ - _____

Gender (M/F) _____ Date of birth: _____/_____/_____

Education:

- ☐ Have not graduated high school
- ☐ High school graduate
- ☐ Some college
- ☐ College degree
- ☐ Some graduate school
- ☐ Advanced degree

All Information Will Be Treated As Confidential

Fig. 28 Example Demographic Questionnaire "Pop-Up" Screen

Docket # 95-67

DRAFTSMAN | APPROVED BY | O.G. FIG. CLASS SUBCLASS

Fig. 29(A) Example User Demographic Attribute Information Record

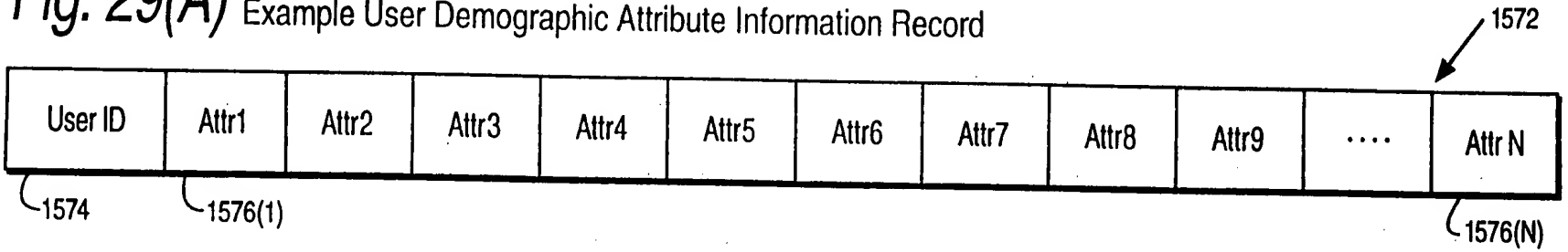


Fig. 29(B) Example Demographic Attribute Record

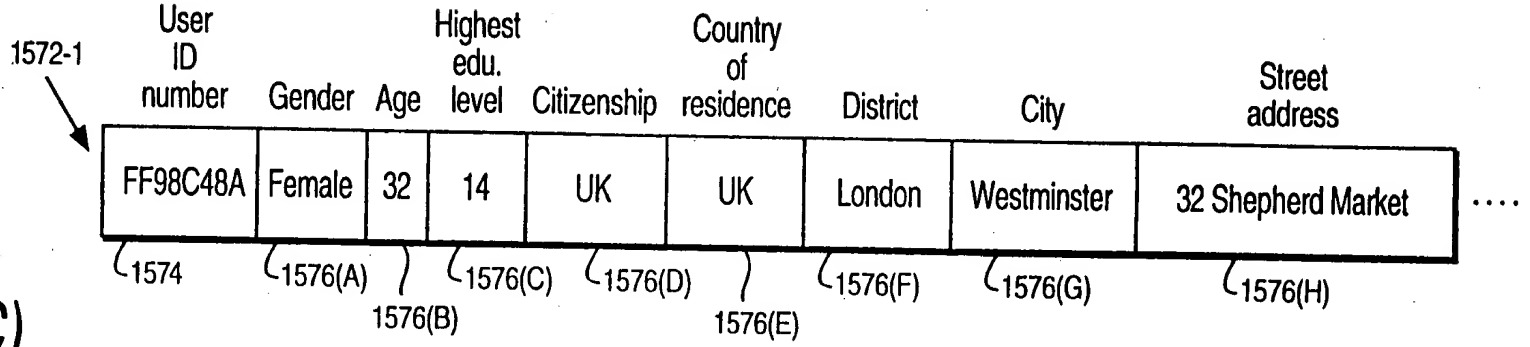
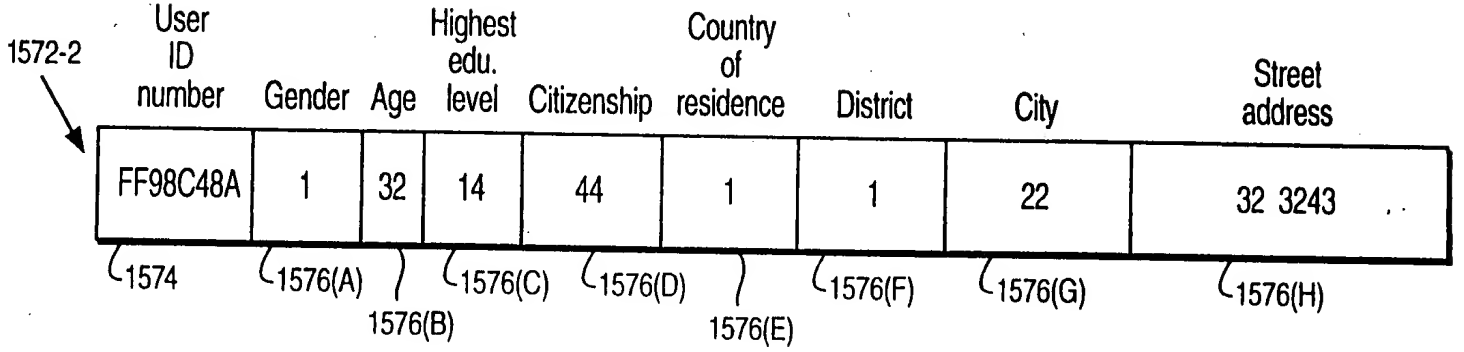


Fig. 29(C)
Example Demographic Attribute Record



APPROVED BY DRAFTSMAN | O.G. FIG. | CLASS | SUBCLASS

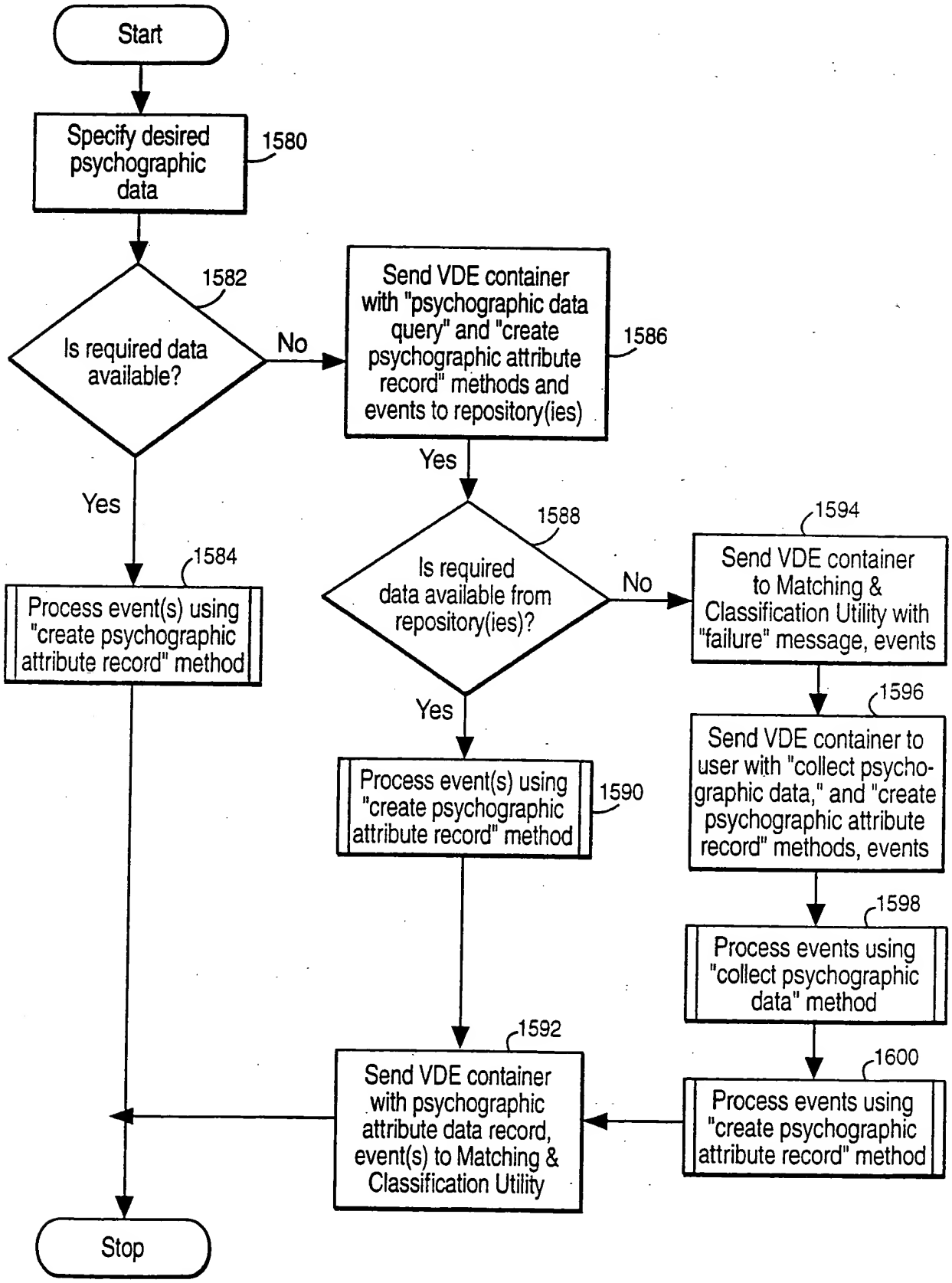


Fig. 30 Example Steps for Collecting Psychographic Data

APPROVED BY DRAFTSMAN | O.G. FIG. CLASS | SUBCLASS

Today's Anonymous Questionnaire
Thanks for taking the time to answer these questions
We'll put $2.00 in your VDE budget

1. Do you feel sad, blue, unhappy or "down in the dumps"?

   ☐ A. Never
   ☐ B. Rarely
   ☐ C. Sometimes
   ☐ D. Very Often
   ☐ E. Most of the time

2. Do you feel tired, having little energy, unable to concentrate?

   ☐ A. Never
   ☐ B. Rarely
   ☐ C. Sometimes
   ☐ D. Very Often
   ☐ E. Most of the time

3. Do you feel uneasy, restless or irritable?

   ☐ A. Never
   ☐ B. Rarely
   ☐ C. Sometimes
   ☐ D. Very Often
   ☐ E. Most of the time

4. Do you have trouble sleeping or eating (too little or too much)?

   ☐ A. Never
   ☐ B. Rarely
   ☐ C. Sometimes
   ☐ D. Very Often
   ☐ E. Most of the time

☐ Click here for more questions

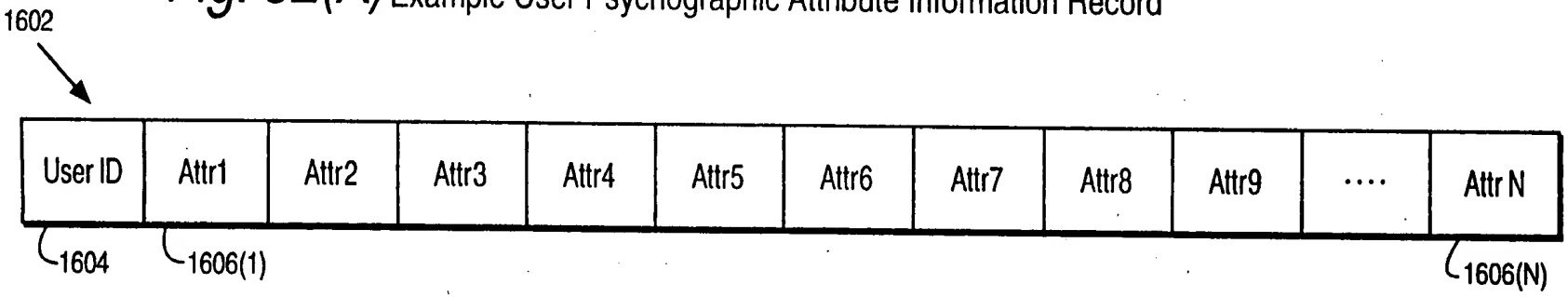
All Information Will Be Treated As Confidential

Fig. 31 Example Psychographic Questionnaire "Pop-Up" Screen

Untraced - 5/2/2000

APPROVED
BY
DRAFTSMAN
O.G. FIG.
CLASS
SUBCLASS

Fig. 32(A) Example User Psychographic Attribute Information Record



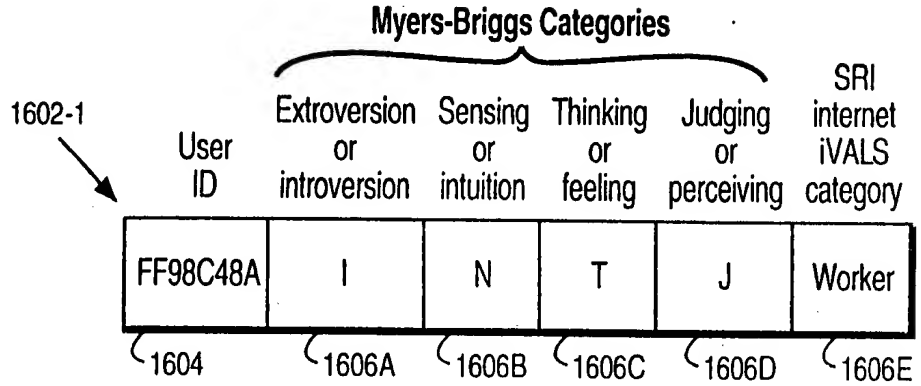


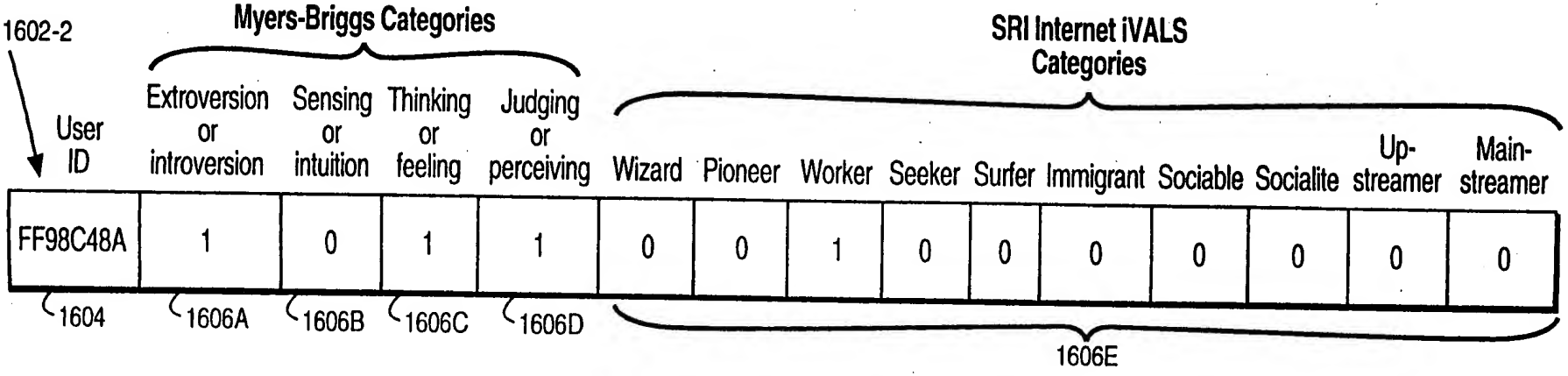
Fig. 32(B)

Example User Psychographic Attribute Record

00h020* 69286h60

APPROVED
BY
DRAFTSMAN
O.G. FIG.
CLASS
SUBCLASS

Fig. 32(C) Example Psychographic Attribute Record



895-67new:f-zl-c.ai

APPROVED BY DRAFTSMAN | O.G. FIG. | CLASS | SUBCLASS

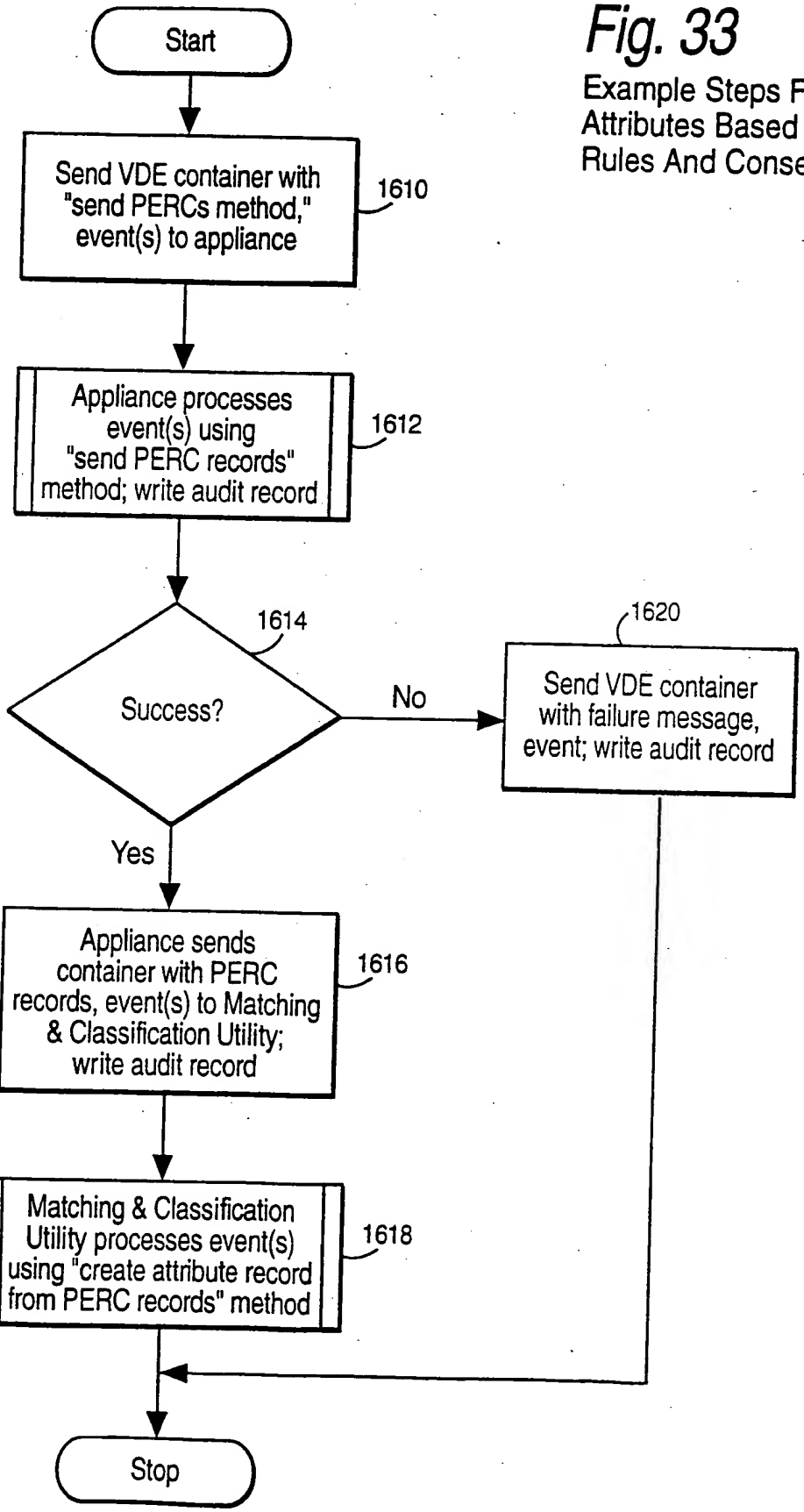


Fig. 33

Example Steps For Determining Attributes Based On Available Rules And Consequences

Ex. 1002 - 0322

APPROVED BY DRAFTSMAN | O.G. FIG. | CLASS | SUBCLASS

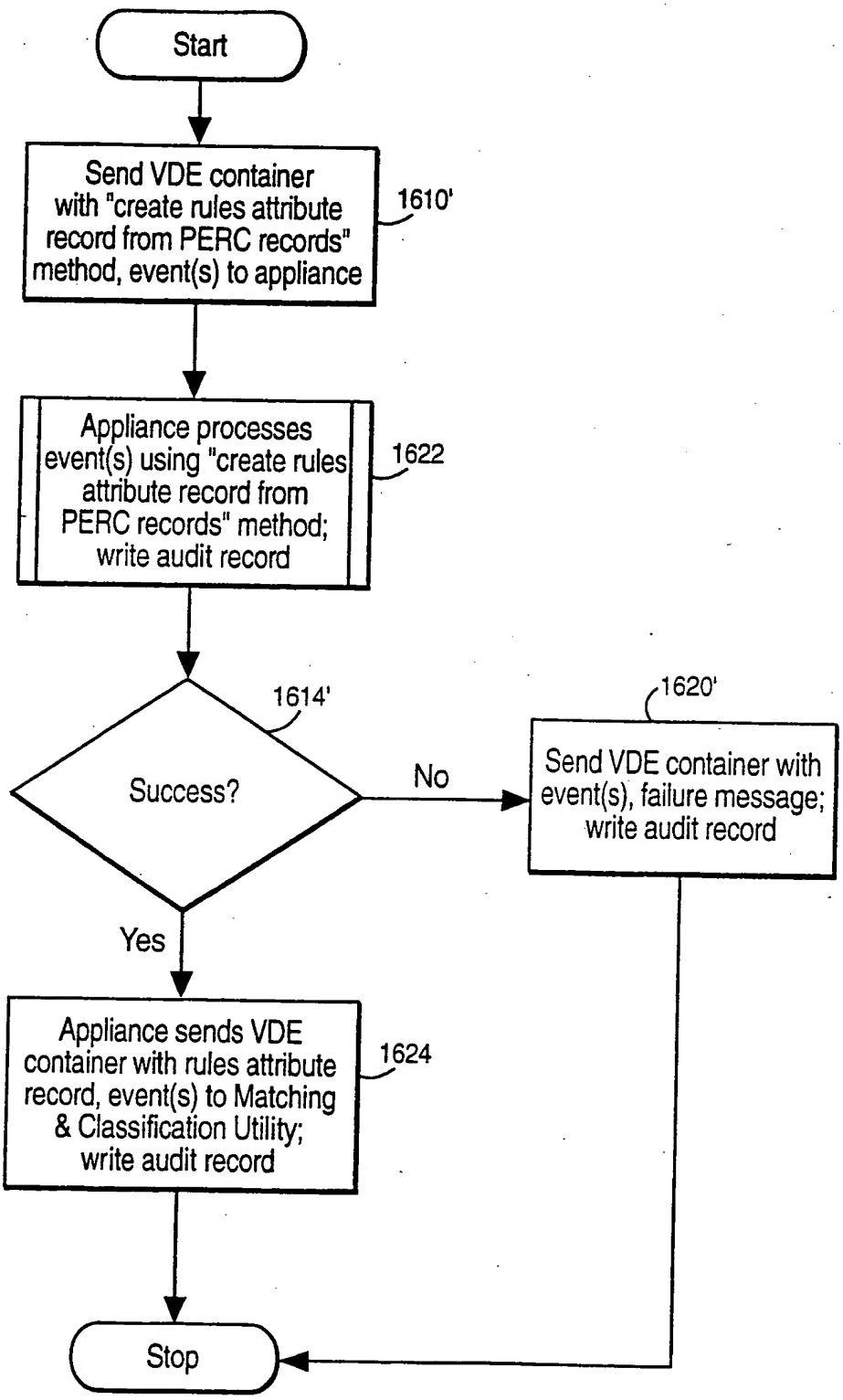


Fig. 34

Example Steps For Determining Attributes Based On Available Rules And Consequences

APPROVED BY DRAFTSMAN | O.G. FIG. | CLASS | SUBCLASS

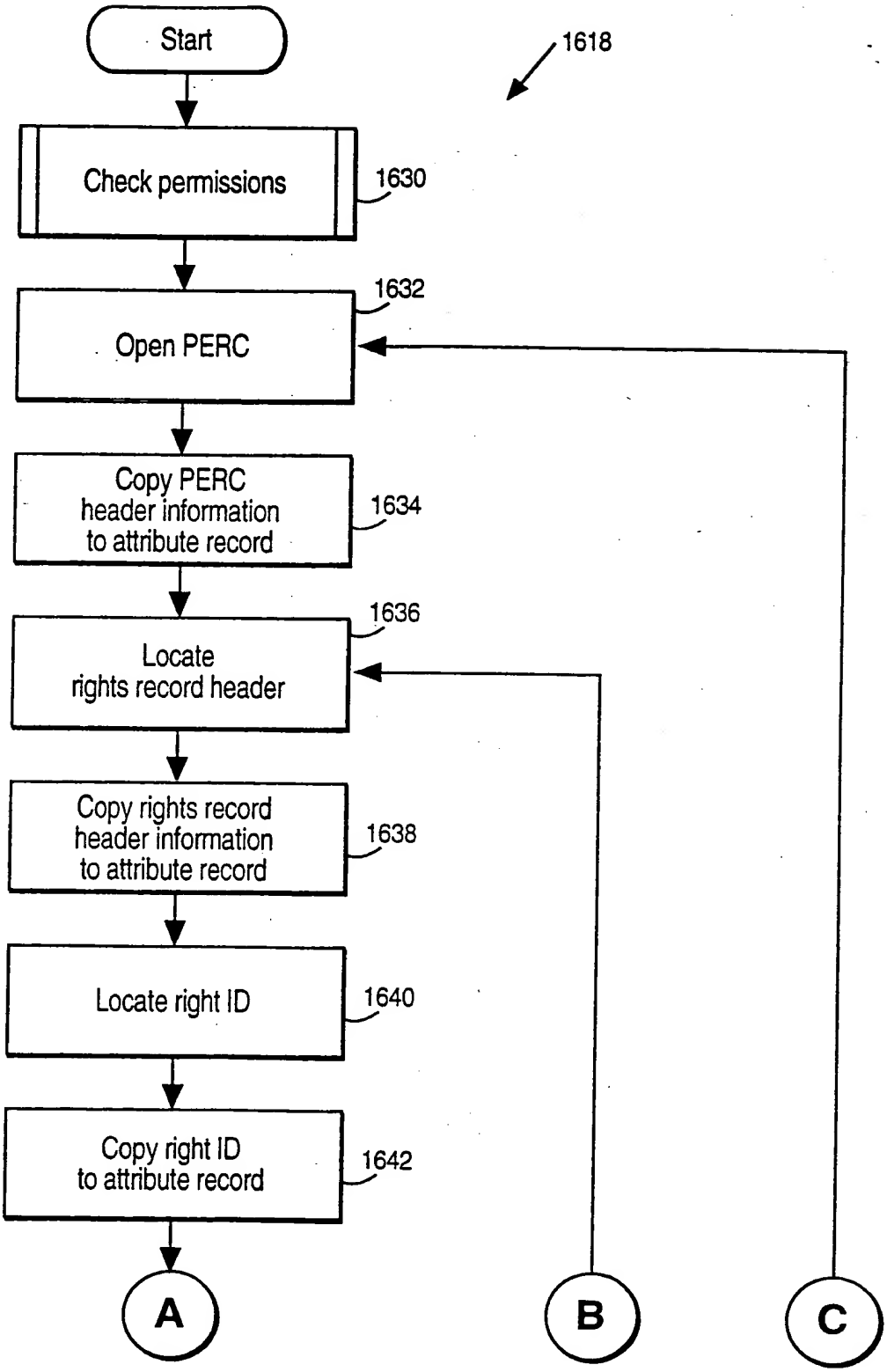


Fig. 35(A)

Construct Attribute Records From PERC Records Example Method

APPROVED BY DRAFTSMAN | O.G. FIG. | CLASS | SUBCLASS

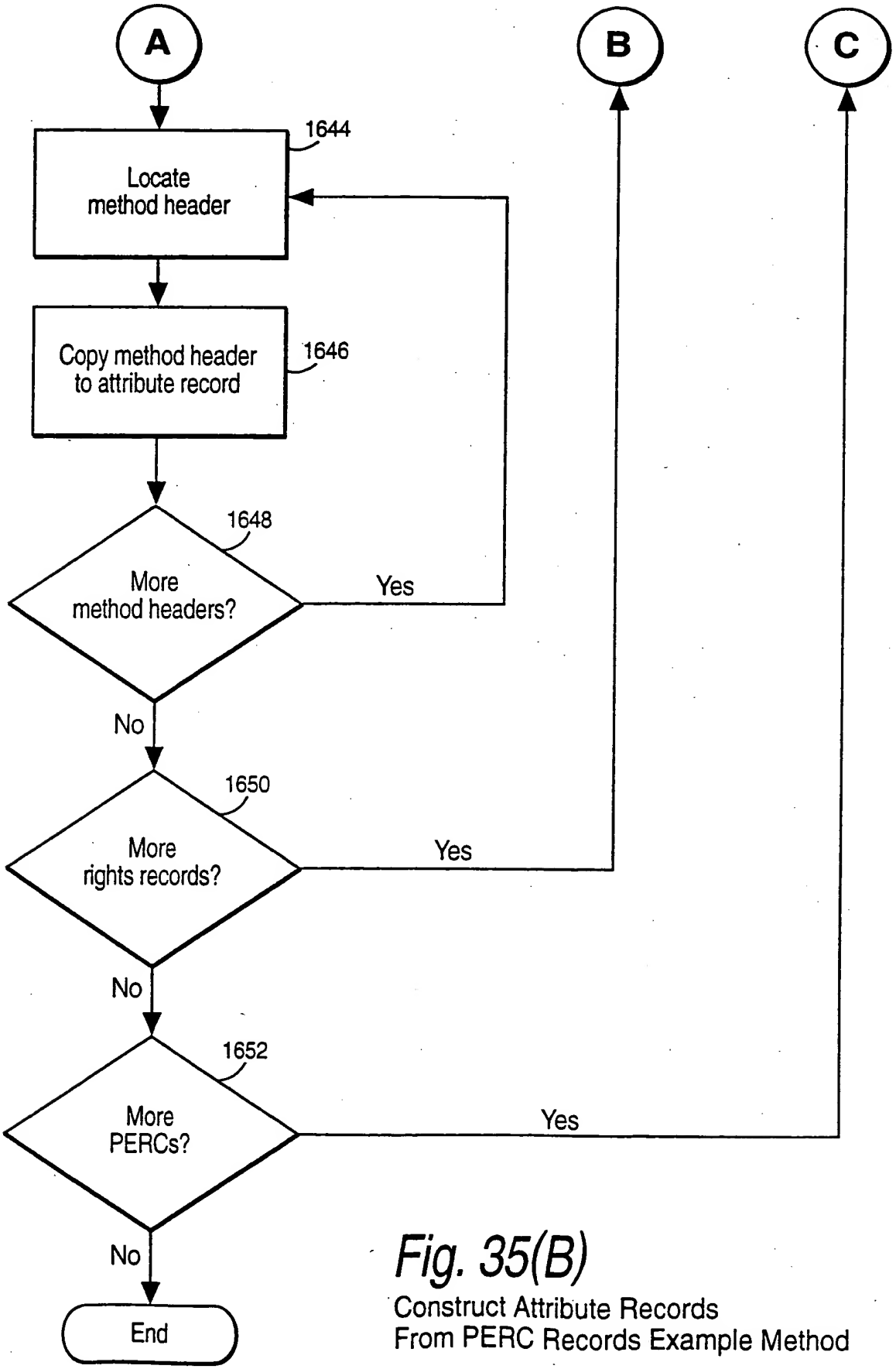


Fig. 35(B)

Construct Attribute Records From PERC Records Example Method

APPROVED BY DRAFTSMAN | O.G. FIG. CLASS | SUBCLASS

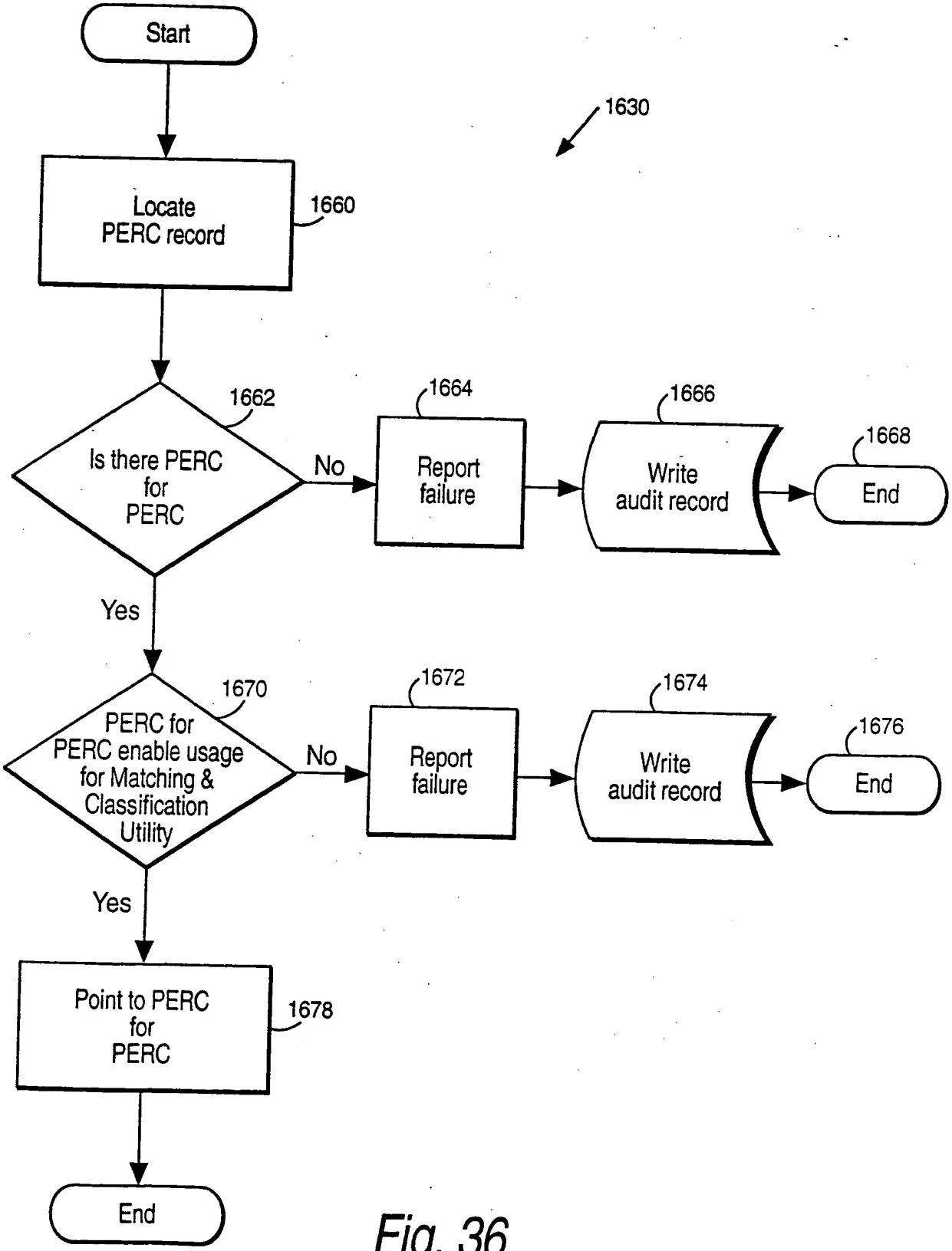


Fig. 36

Check Permissions Record Example Steps

APPROVED
BY
DRAFTSMAN
O.G. FIG.
CLASS
SUBCLASS

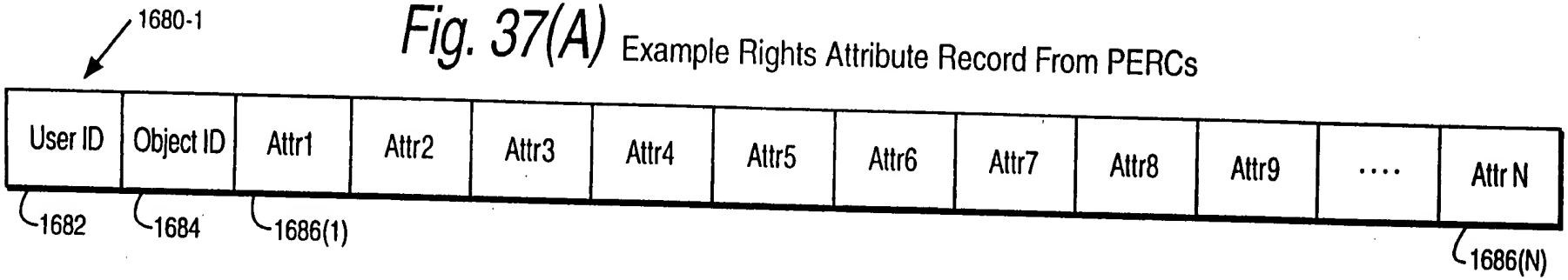


Fig. 37(A) Example Rights Attribute Record From PERCs

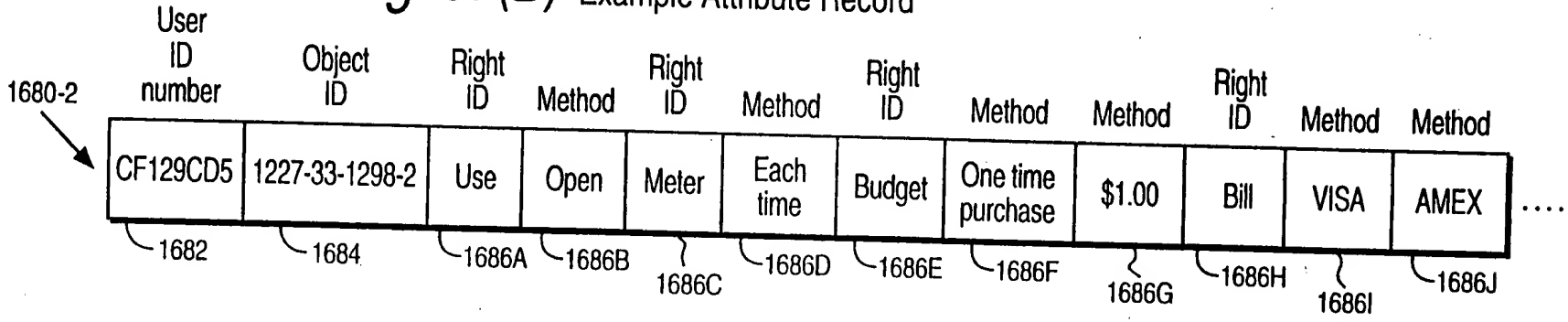


Fig. 37(B) Example Attribute Record

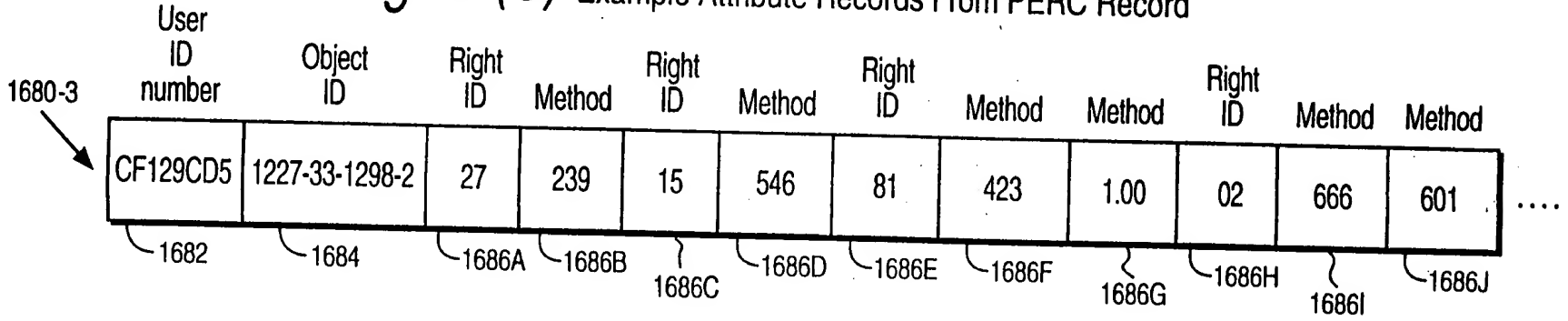


Fig. 37(C) Example Attribute Records From PERC Record

APPROVED BY DRAFTSMAN | O.G. FIG. | CLASS | SUBCLASS

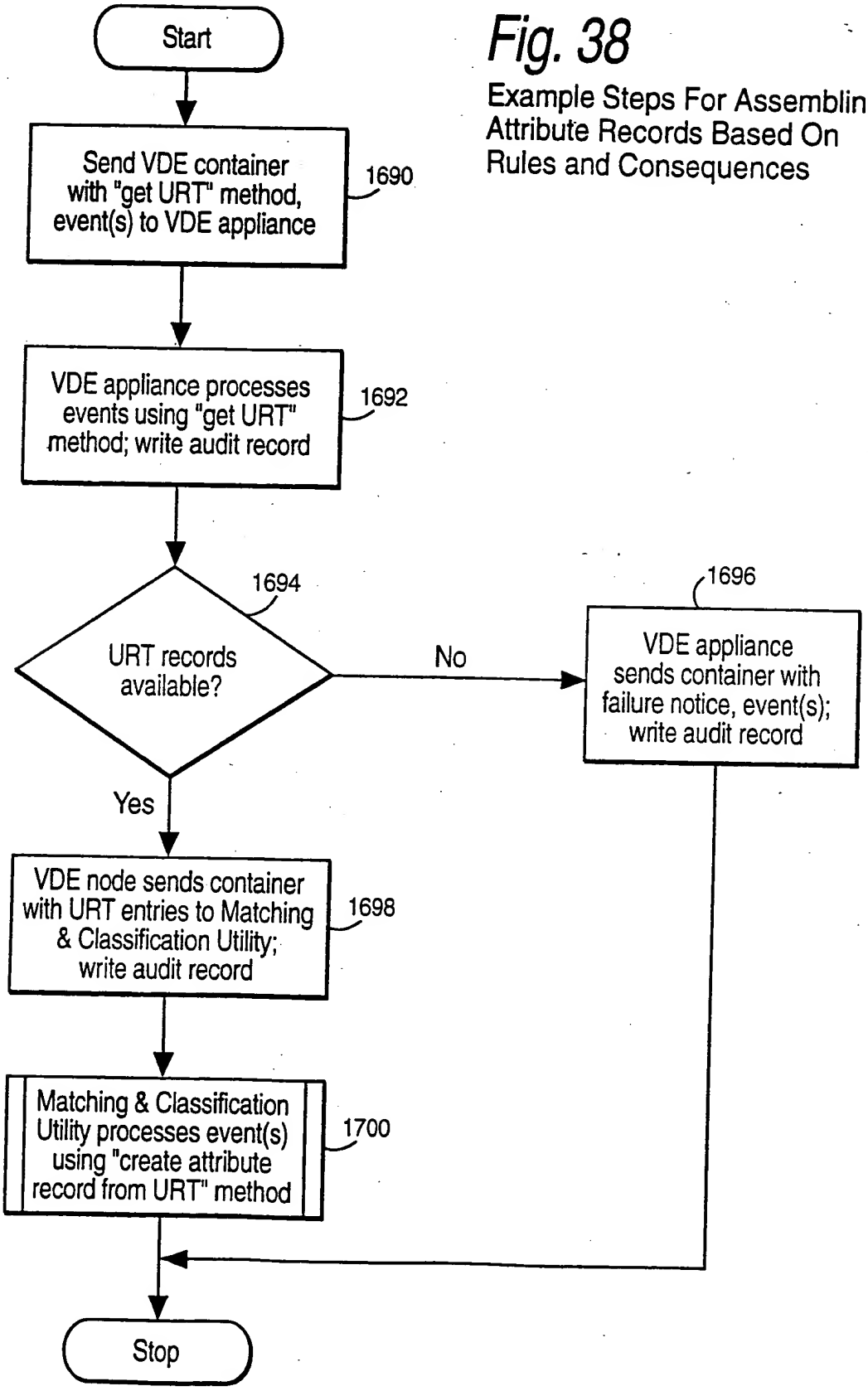


Fig. 38

Example Steps For Assembling Attribute Records Based On Rules and Consequences

Ortec Exhibit 1002

APPROVED BY DRAFTSMAN | O.G. FIG. CLASS | SUBCLASS

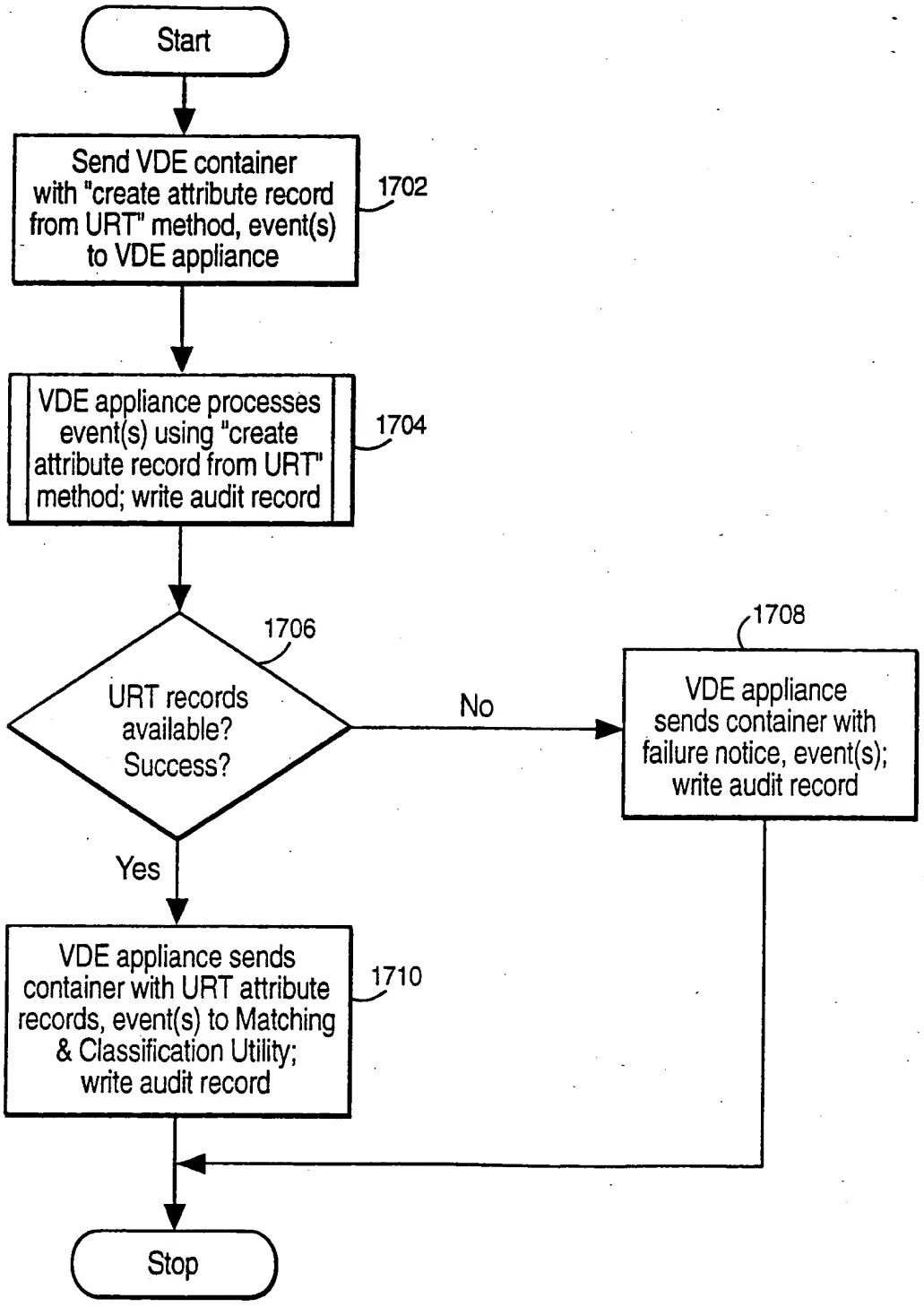


Fig. 39

Example Steps For Assembling Attribute Records Based On Rules and Consequences

APPROVED BY DRAFTSMAN | O.G. FIG. | CLASS | SUBCLASS

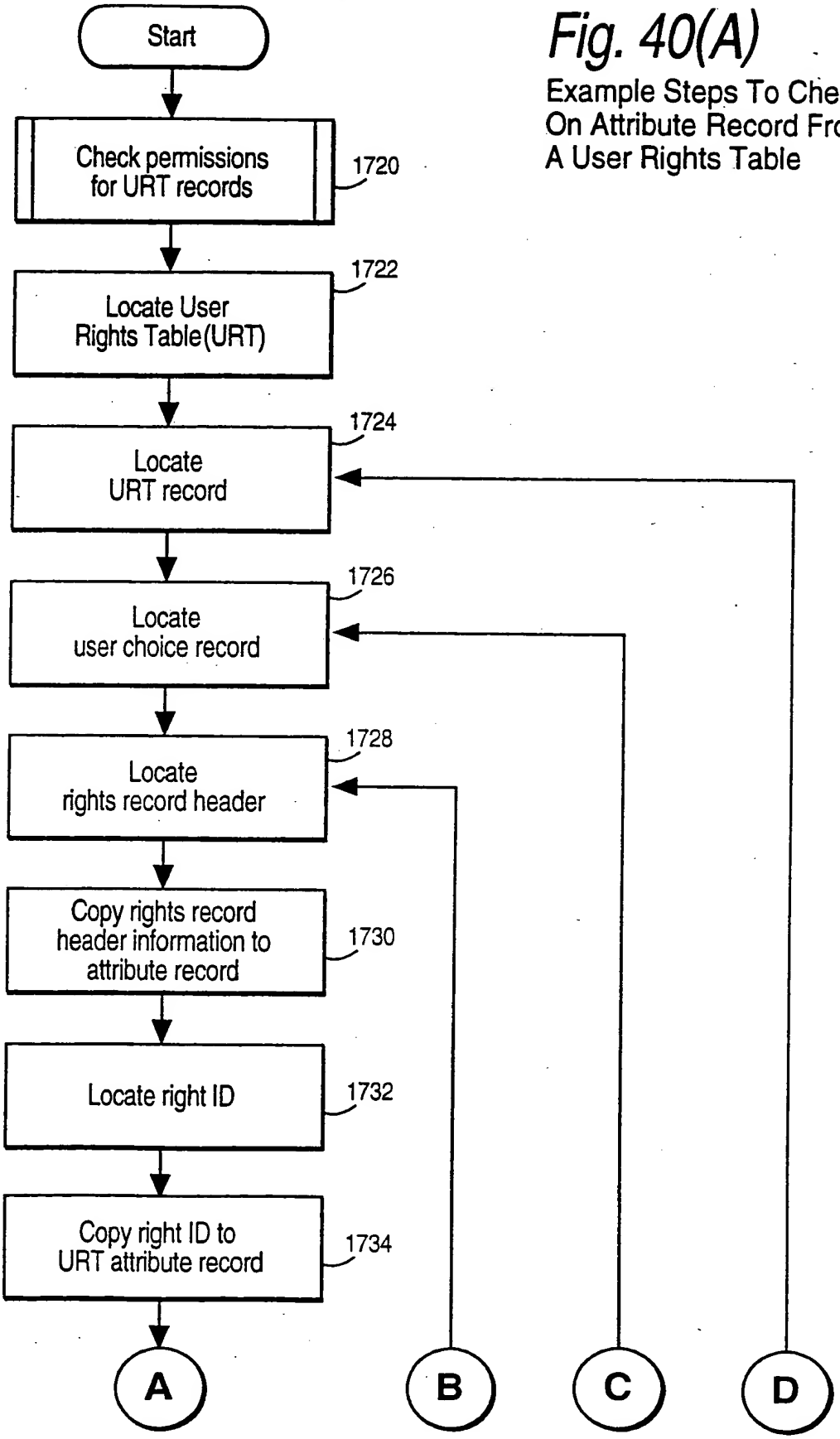


Fig. 40(A)

Example Steps To Check On Attribute Record From A User Rights Table

Microsoft Exhibit 1026

APPROVED BY DRAFTSMAN | O.G. FIG. | CLASS | SUBCLASS

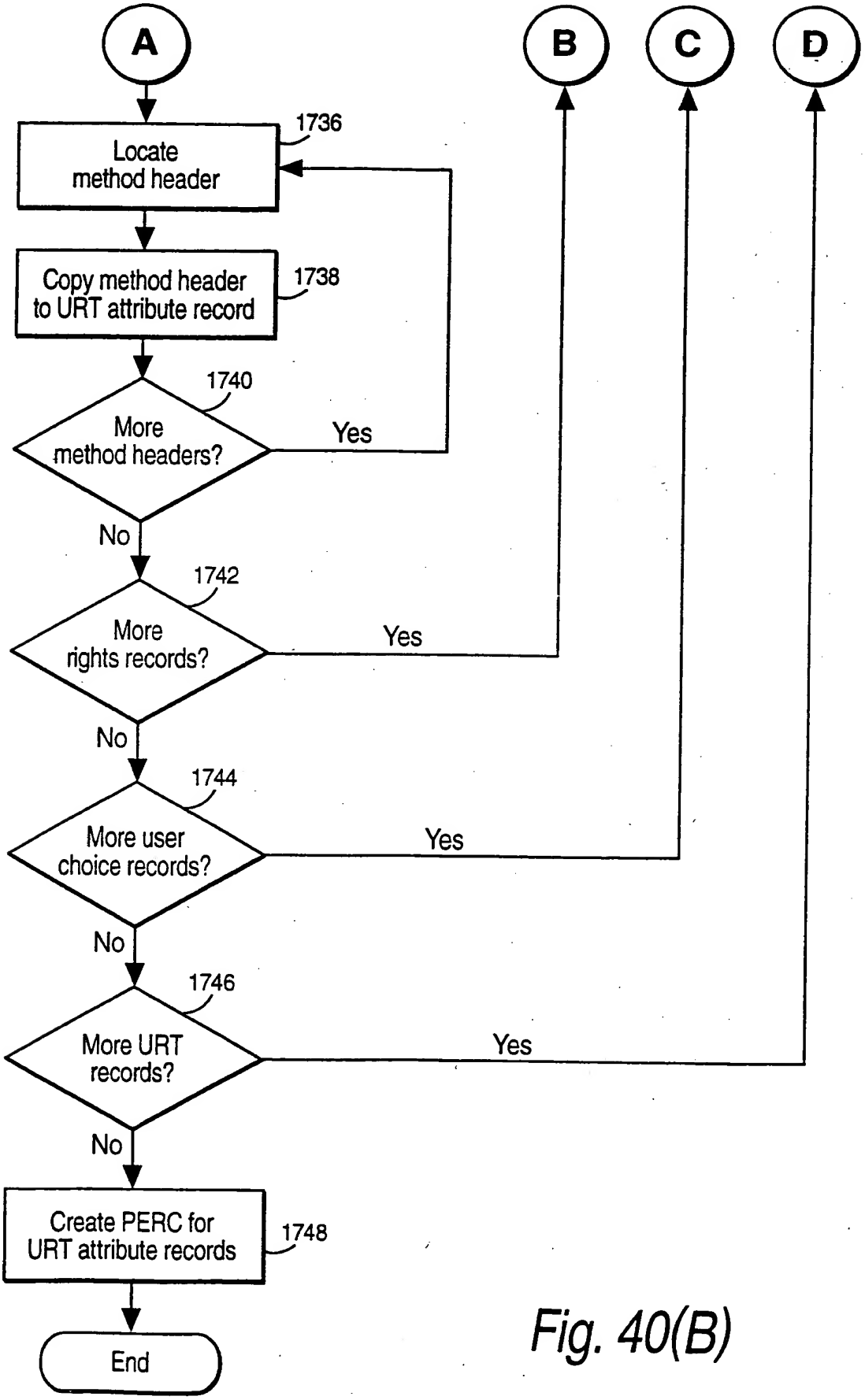


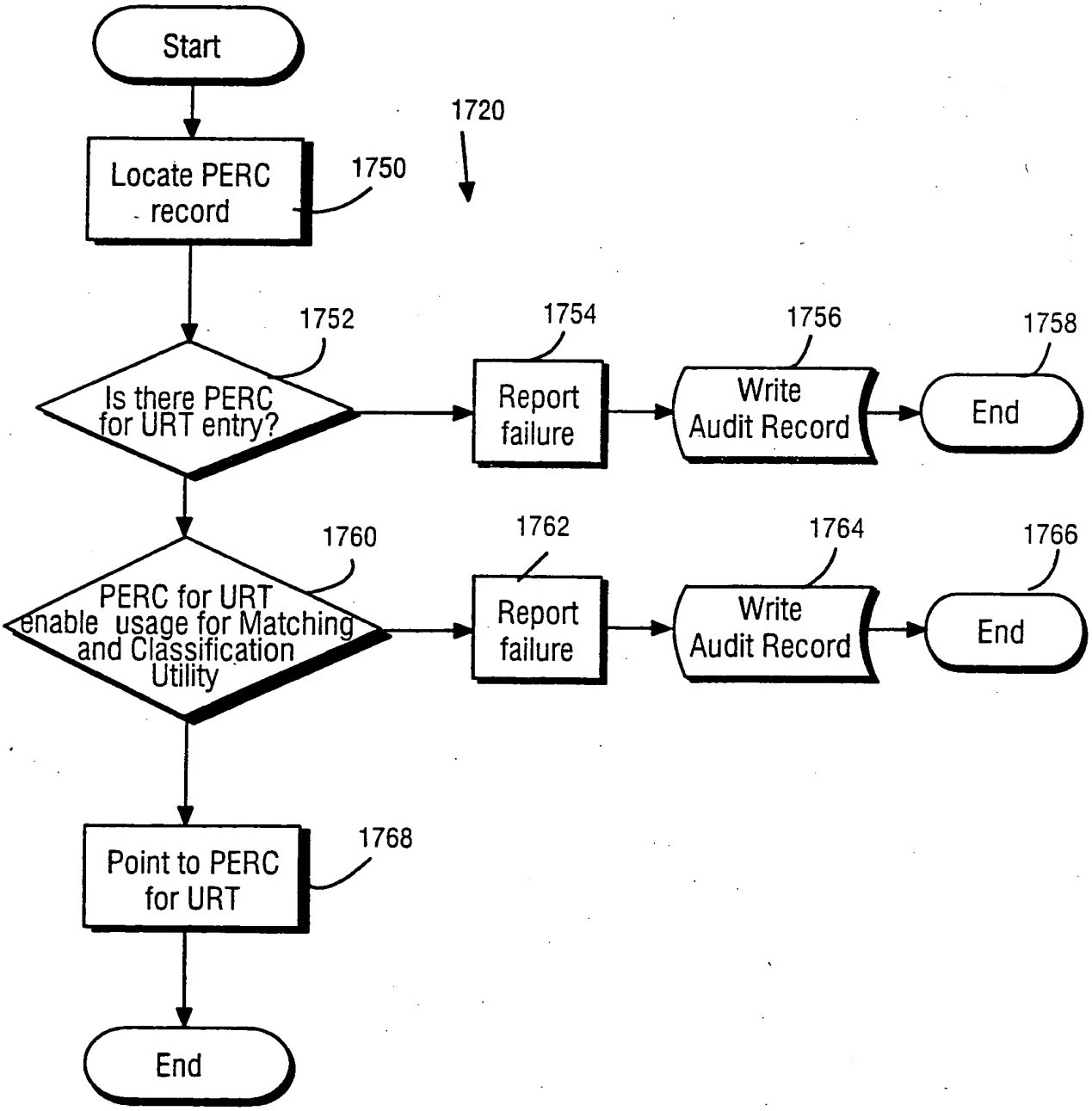
Fig. 40(B)

DOCUMENT - 09/26/00

APPROVED BY DRAFTSMAN | O.G. FIG. CLASS | SUBCLASS

Fig. 41

Contruct attribute records from PERC records method example



0010020 - 092600

APPROVED
BY
DRAFTSMAN
O.G. FIG.
CLASS
SUBCLASS

1770-1

Fig. 42(A) Example Rights Attribute Record From URT

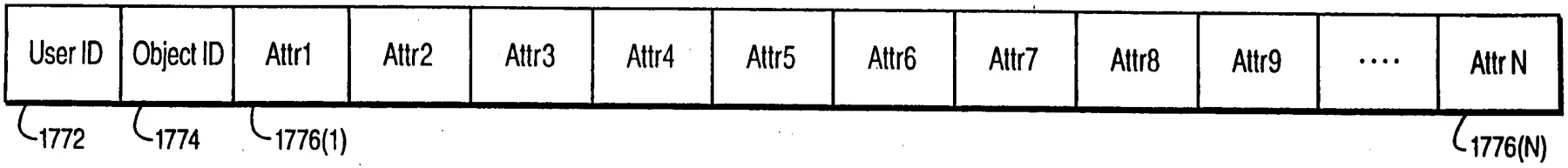


Fig. 42(B) Example Rights Attribute Record From URT

1770-2

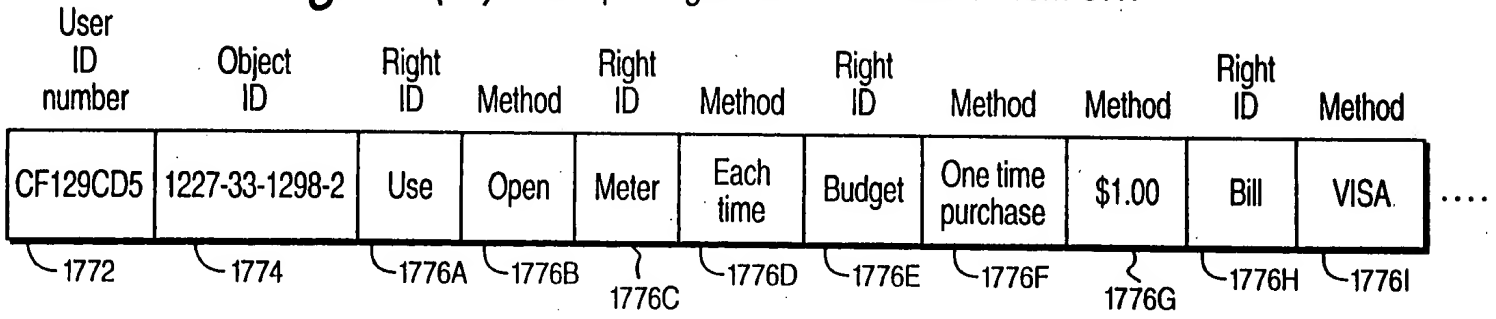
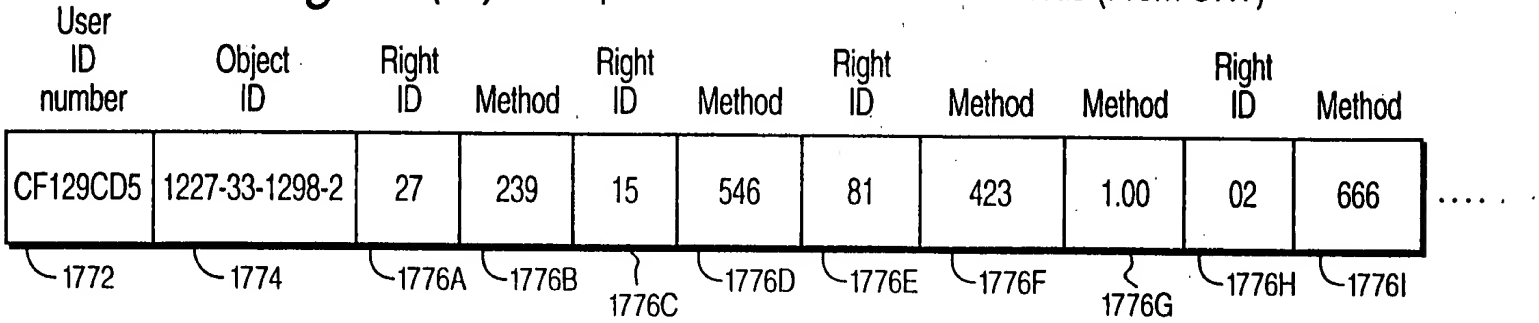


Fig. 42(C) Example User Choice Attribute Records (From URT)

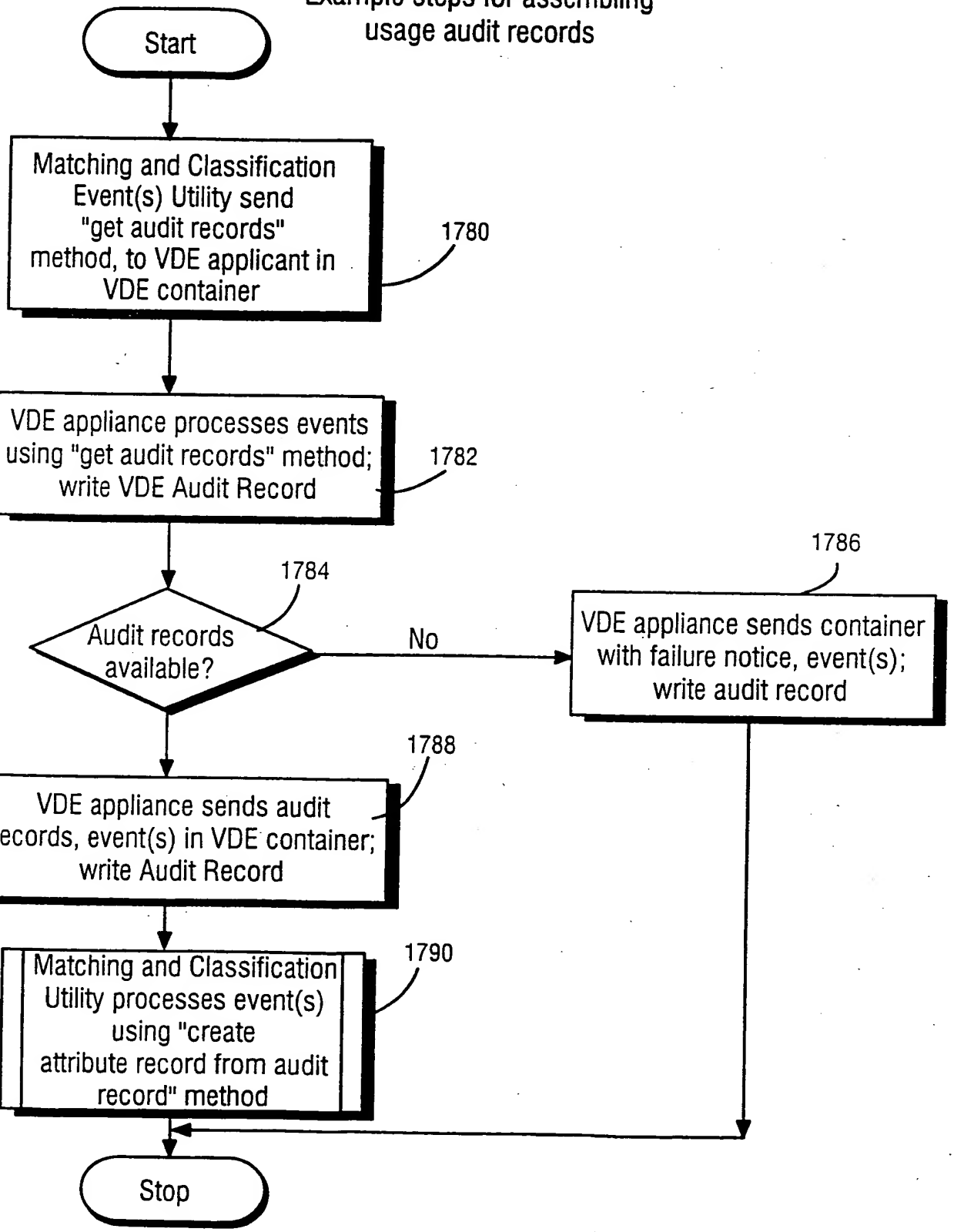
1770-3



APPROVED BY DRAFTSMAN | O.G. FIG. | CLASS | SUBCLASS

Fig. 43

Example steps for assembling usage audit records

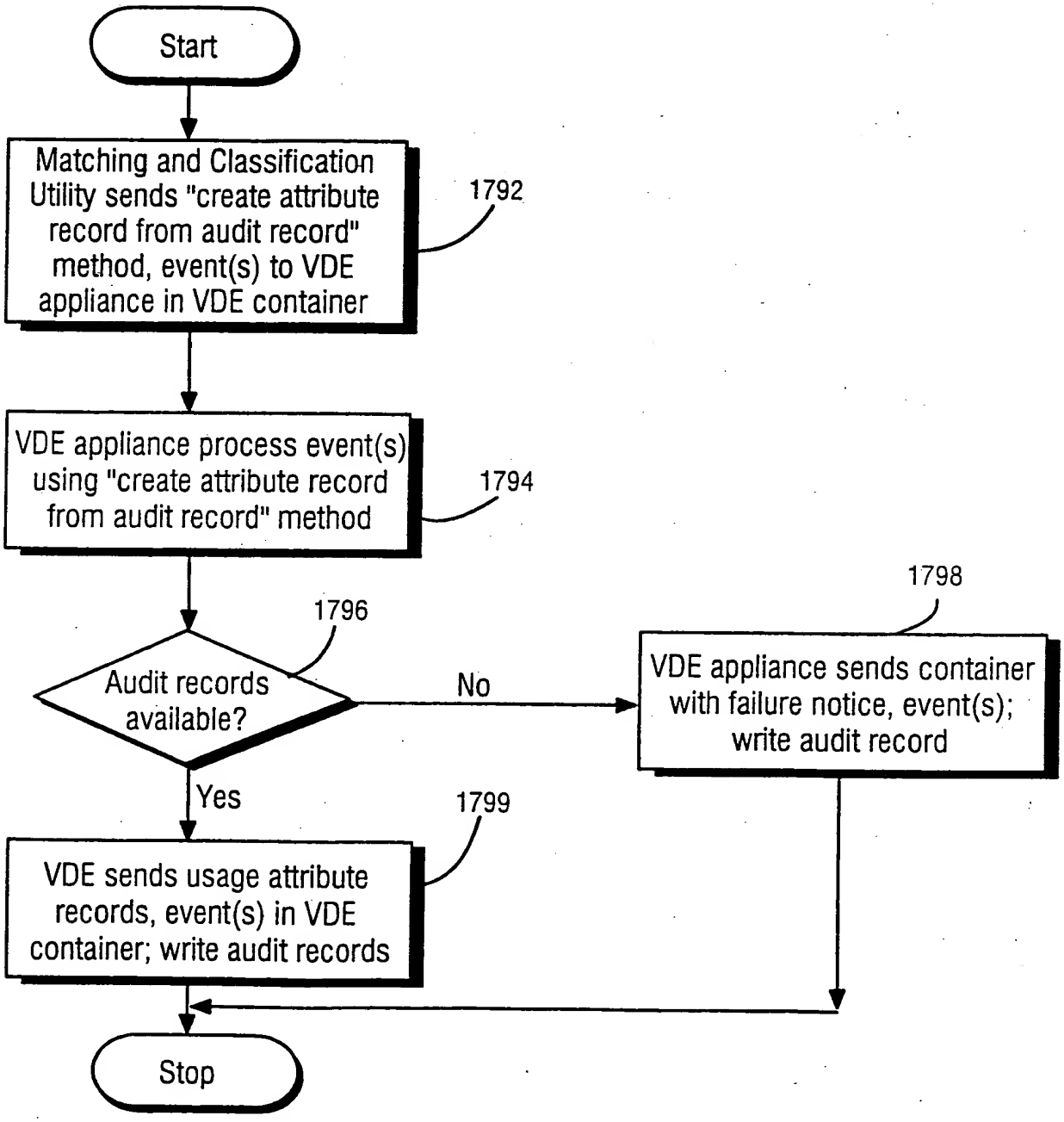


DOCKET NO. 895-67

APPROVED BY DRAFTSMAN | O.G. FIG. | CLASS | SUBCLASS

Fig. 44

Example steps for assembling usage audit records

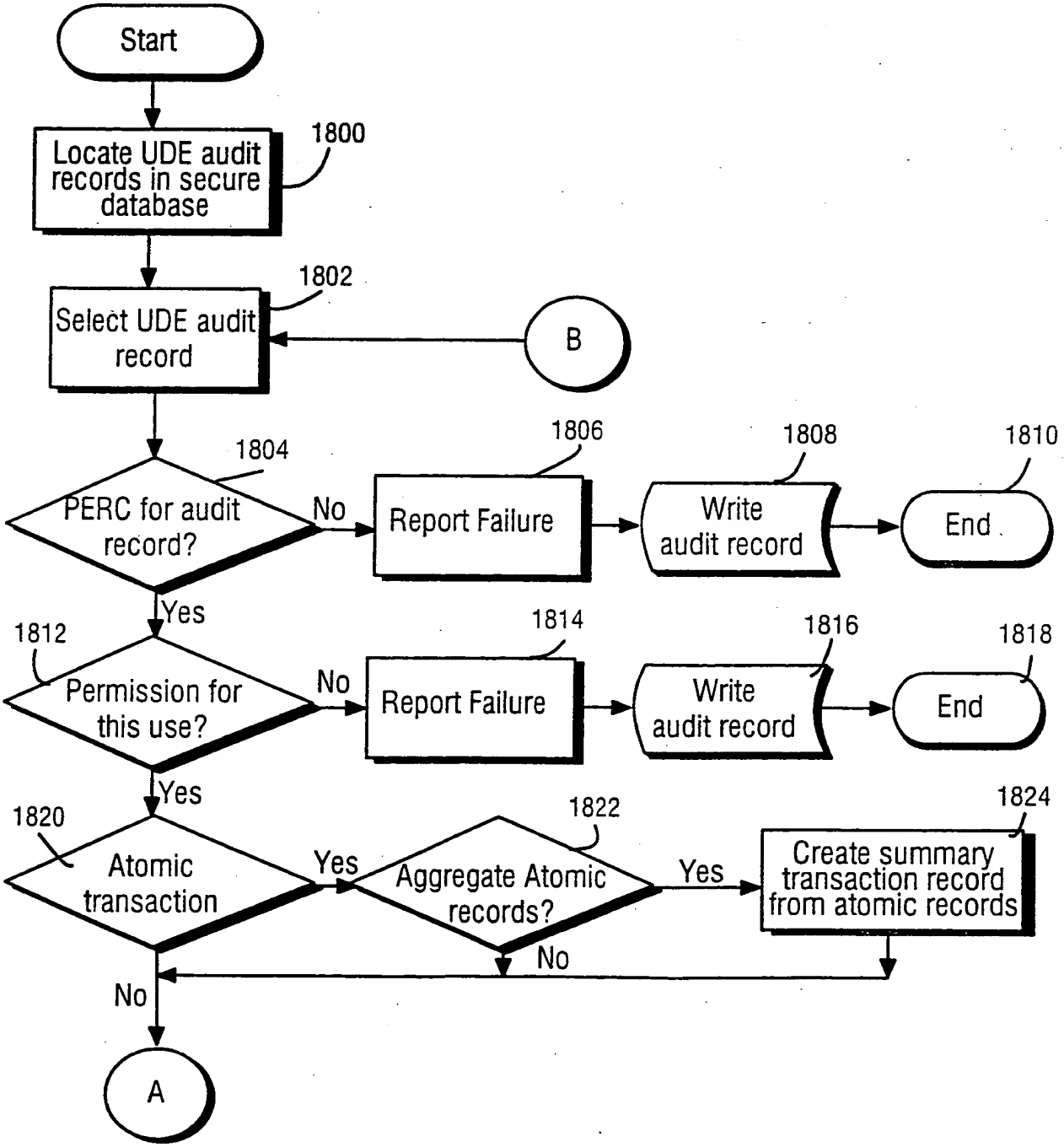


Unified Patents Exhibit 1009

APPROVED BY DRAFTSMAN | O.G. FIG. | CLASS | SUBCLASS

Fig. 45(A)

Example steps to create audit attribute records

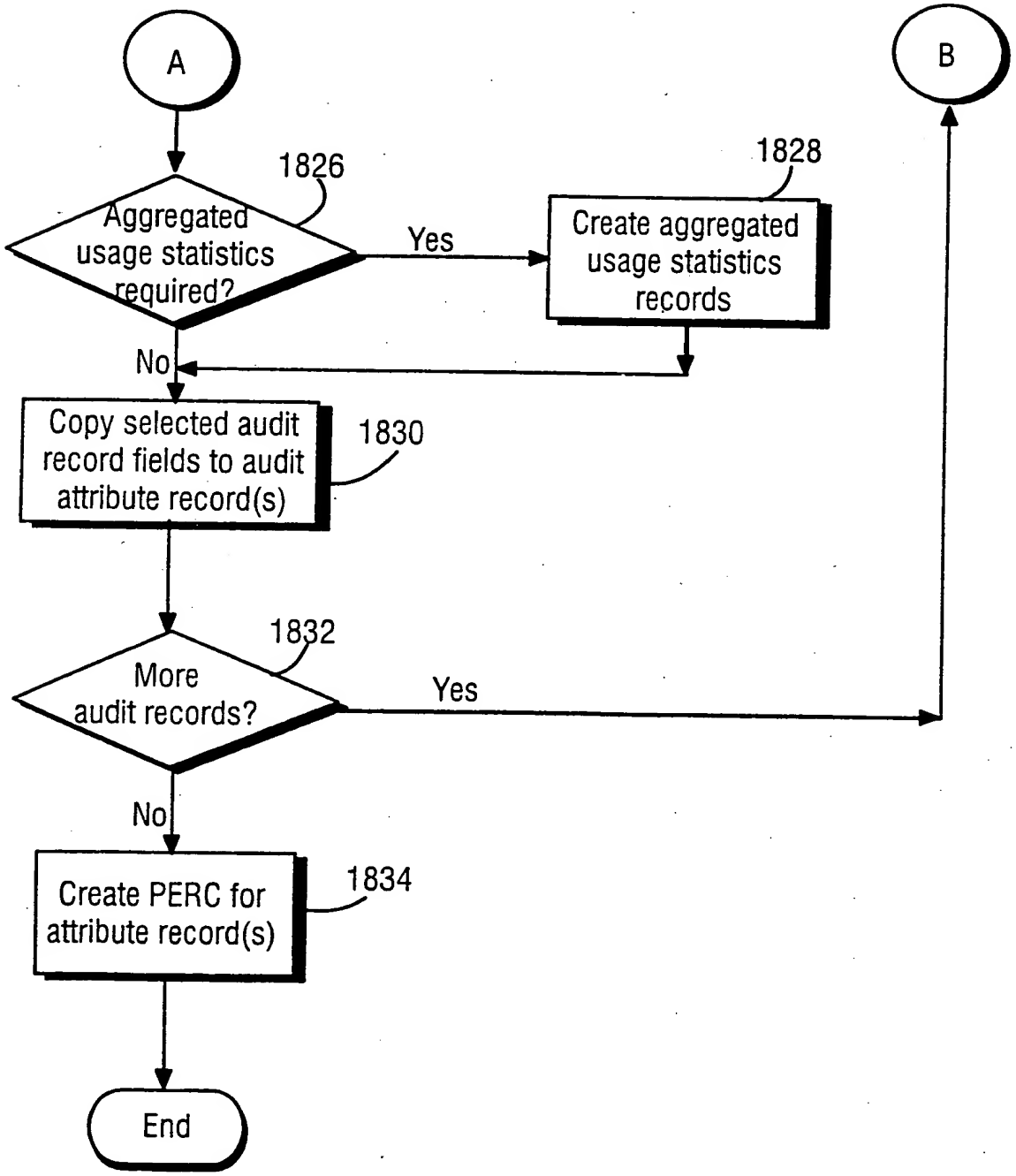


0070020 * 05/26/00

APPROVED BY DRAFTSMAN | O.G. FIG. | CLASS | SUBCLASS

Fig. 45(B)

Example steps to create audit attribute records



Untitled - Scanned

APPROVED
BY
DRAFTSMAN
O.G. FIG.
CLASS SUBCLASS

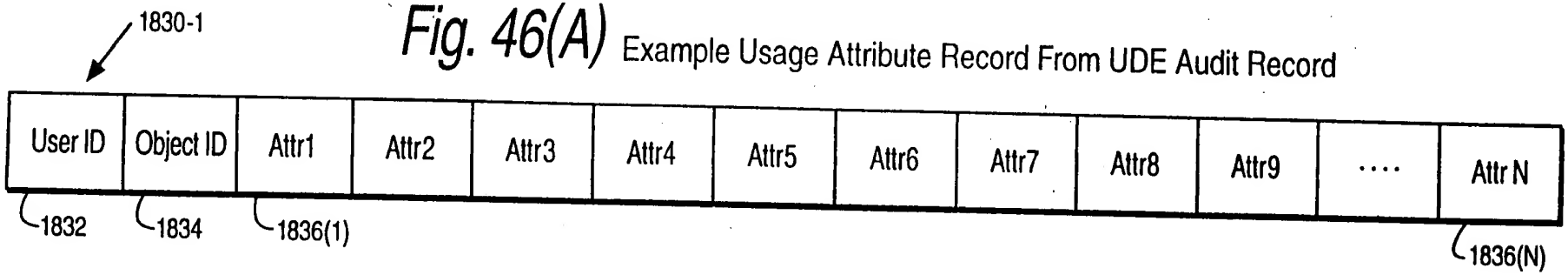


Fig. 46(A) Example Usage Attribute Record From UDE Audit Record

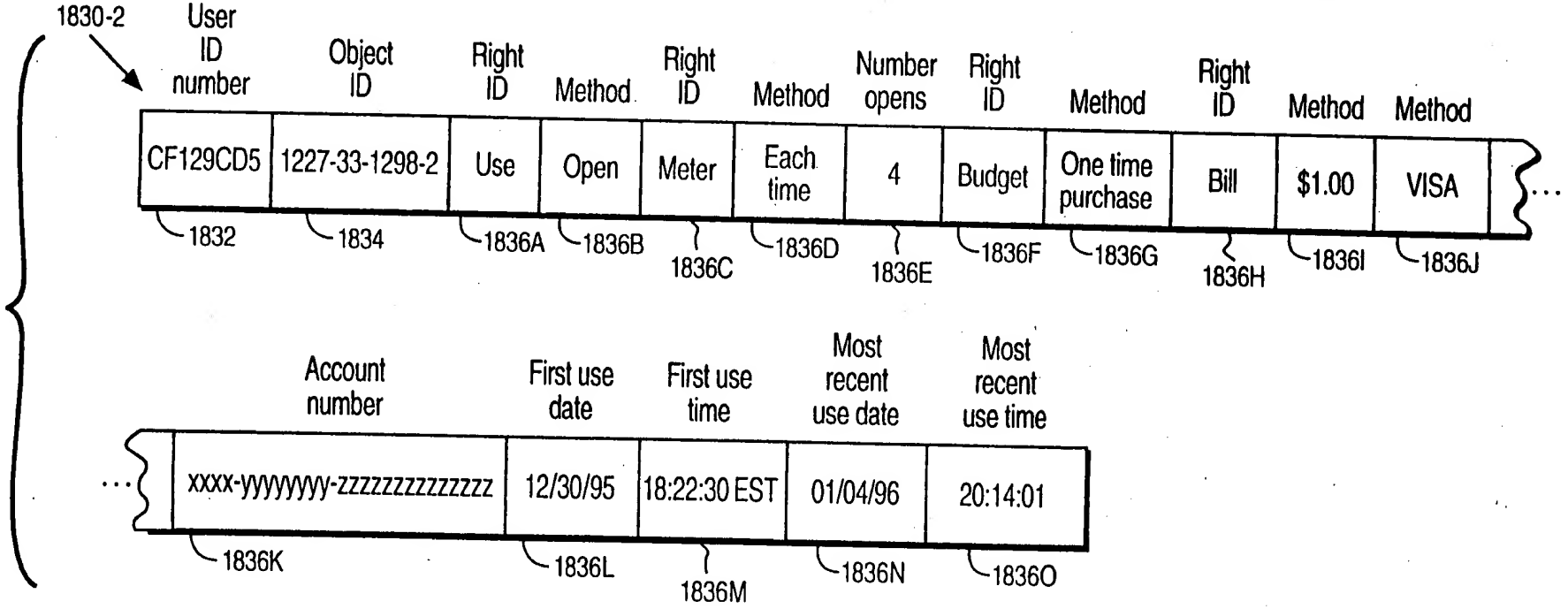


Fig. 46(B) Example Usage Attribute/Statistics Records From UDE Audit Records

APPROVED
BY
DRAFTSMAN
O.G. FIG.
CLASS
SUBCLASS

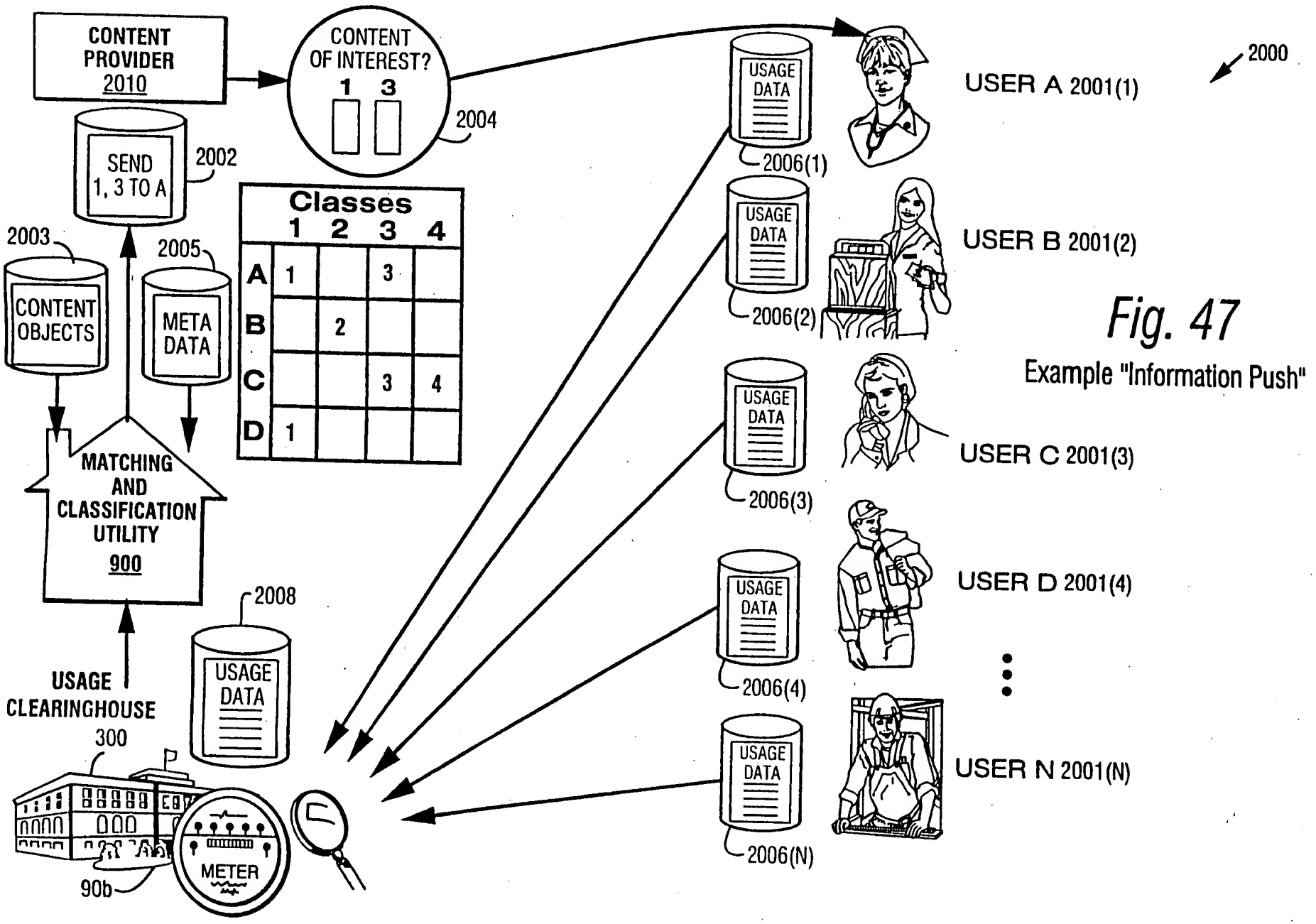


Fig. 47

Example "Information Push"

APPROVED BY DRAFTSMAN
O.G. FIG.
CLASS SUBCLASS

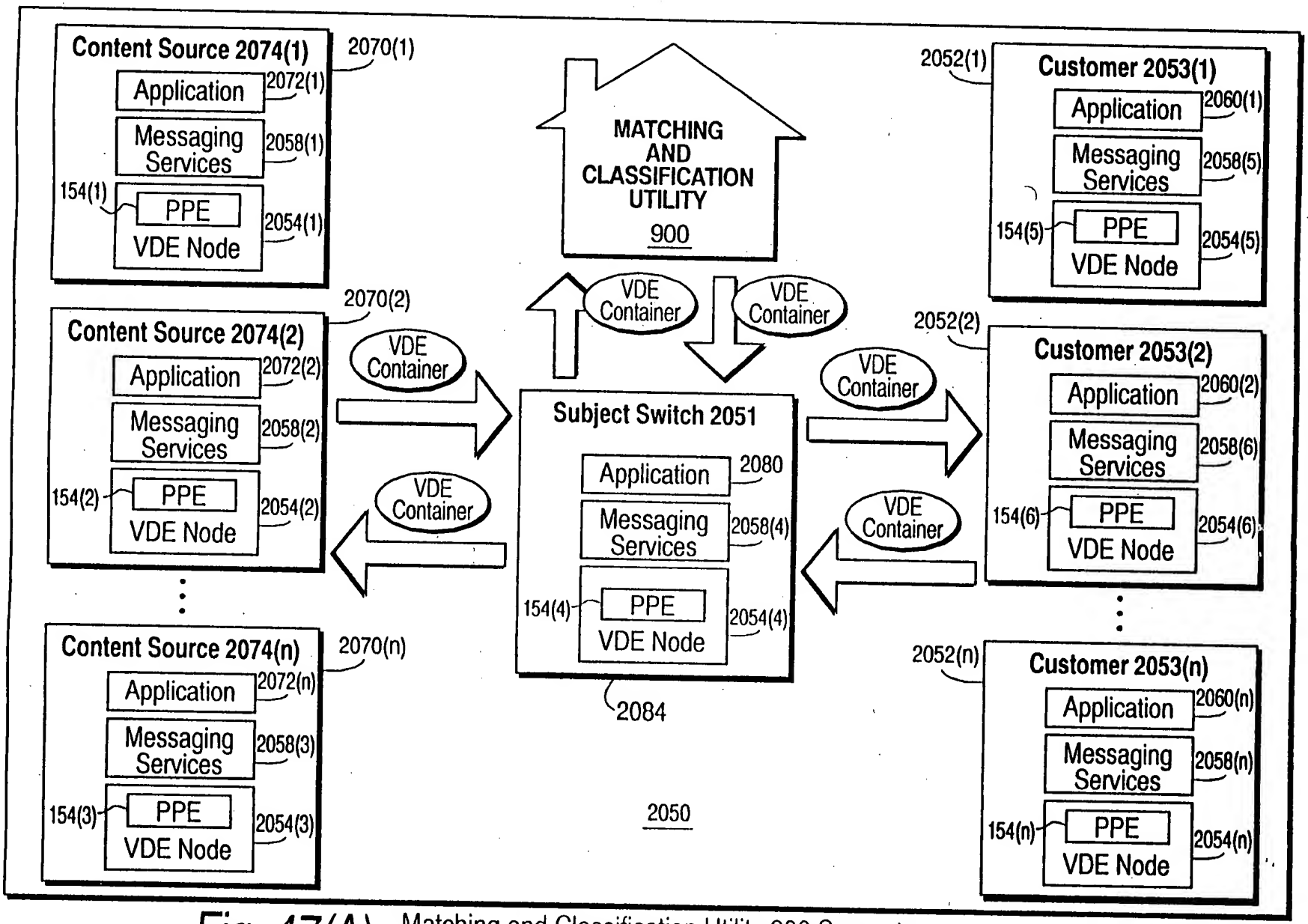


Fig. 47(A) Matching and Classification Utility 900 Supports "Push" models using Subject Switching and Messaging Services

APPROVED
BY
DRAFTSMAN
O.G. FIG.
CLASS
SUBCLASS

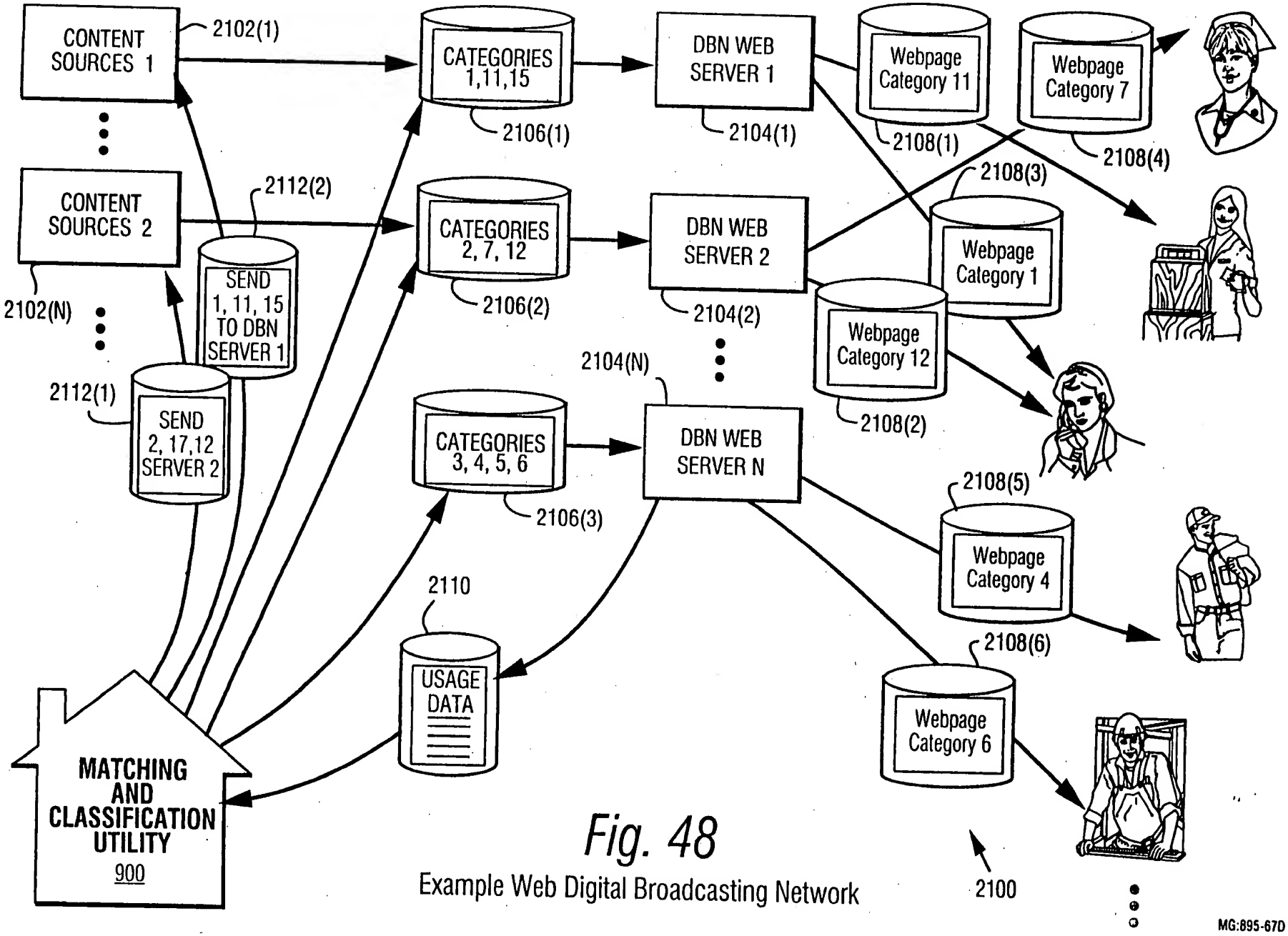


Fig. 48

Example Web Digital Broadcasting Network

MG:895-67D p.1

APPROVED
BY
DRAFTSMAN
O.G. FIG.
CLASS
SUBCLASS

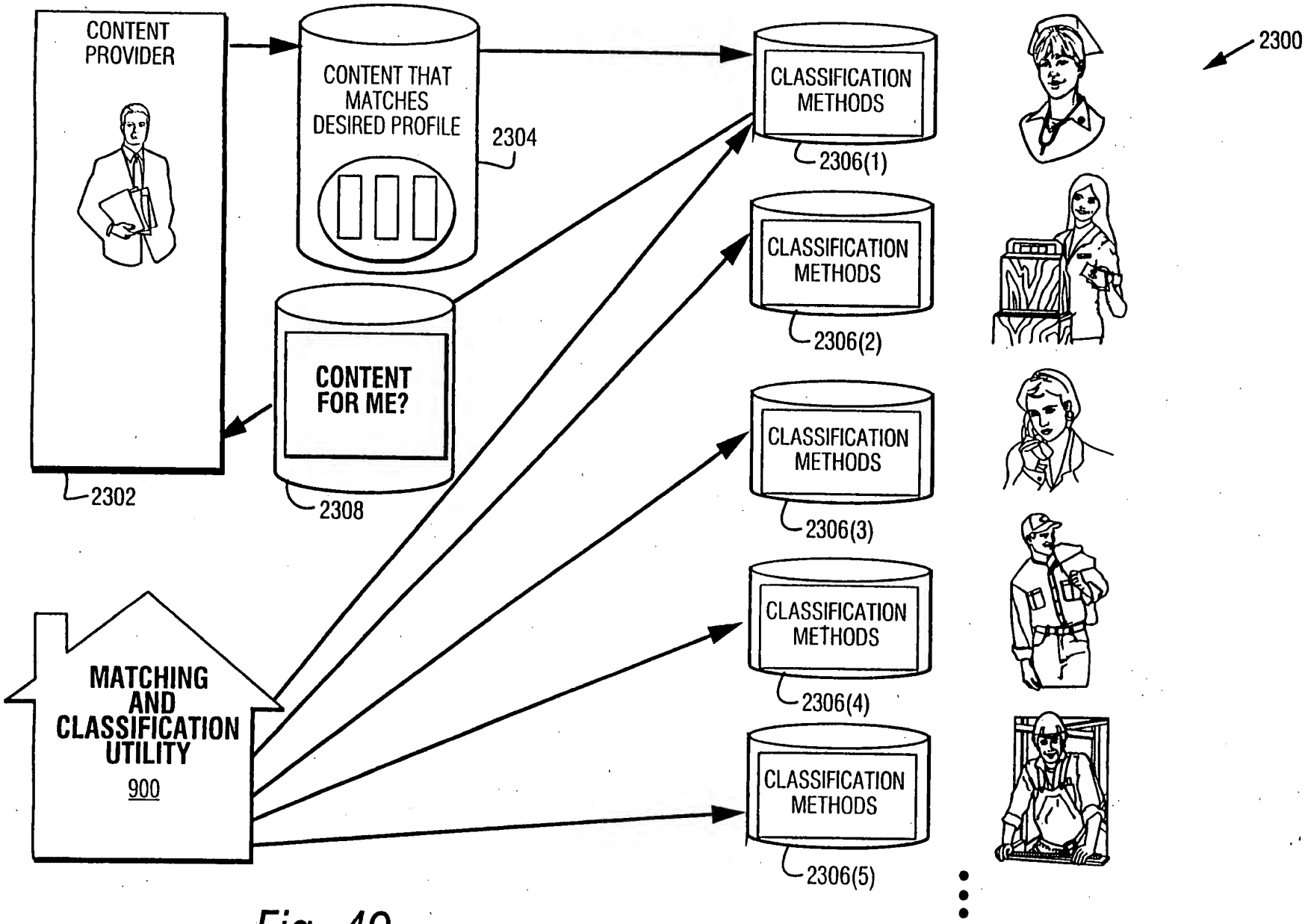


Fig. 49 Example "Consumer Pull"

APPROVED
BY
DRAFTSMAN
U.S. CL.
CLASS SUBCLASS

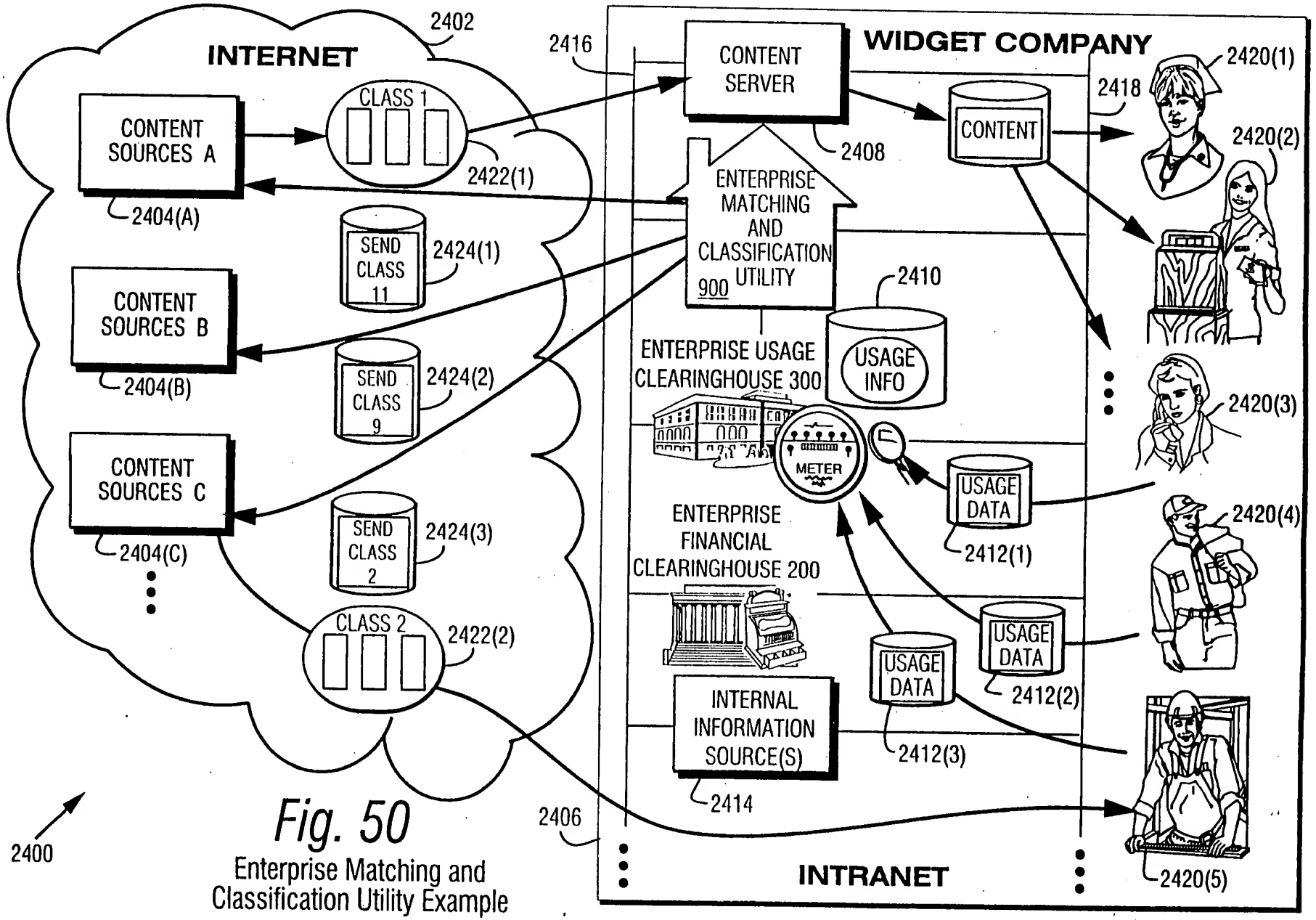


Fig. 50

Enterprise Matching and Classification Utility Example

MG:895-67E p.2

DRAFTSMAN APPROVED BY CLASS SUBCLASS O.G. FIG.

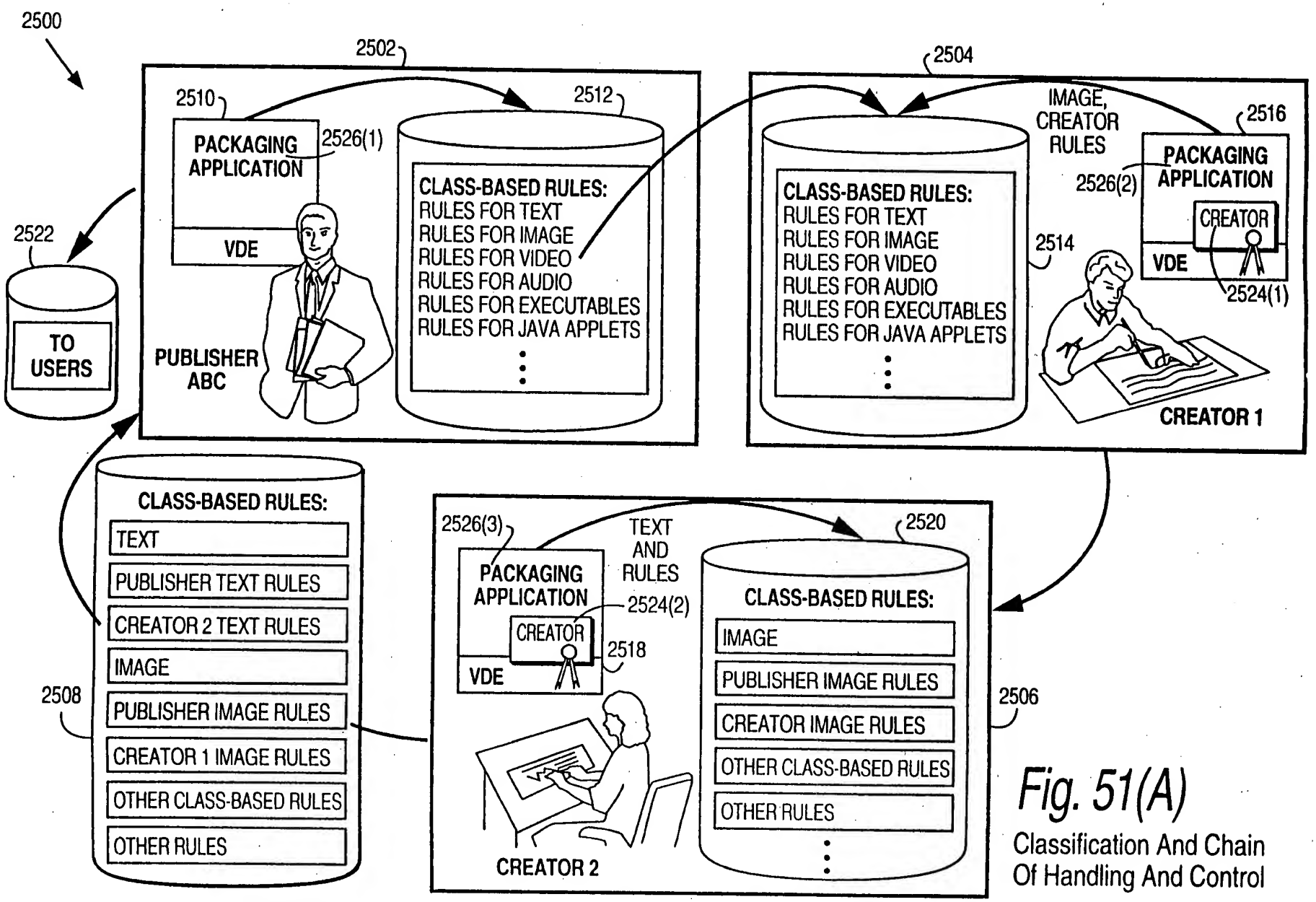


Fig. 51(A)

Classification And Chain Of Handling And Control

#895-67: f-e5a.ai

APPROVED
BY
DRAFTSMAN
O.G. FIG.
CLASS
SUBCLASS

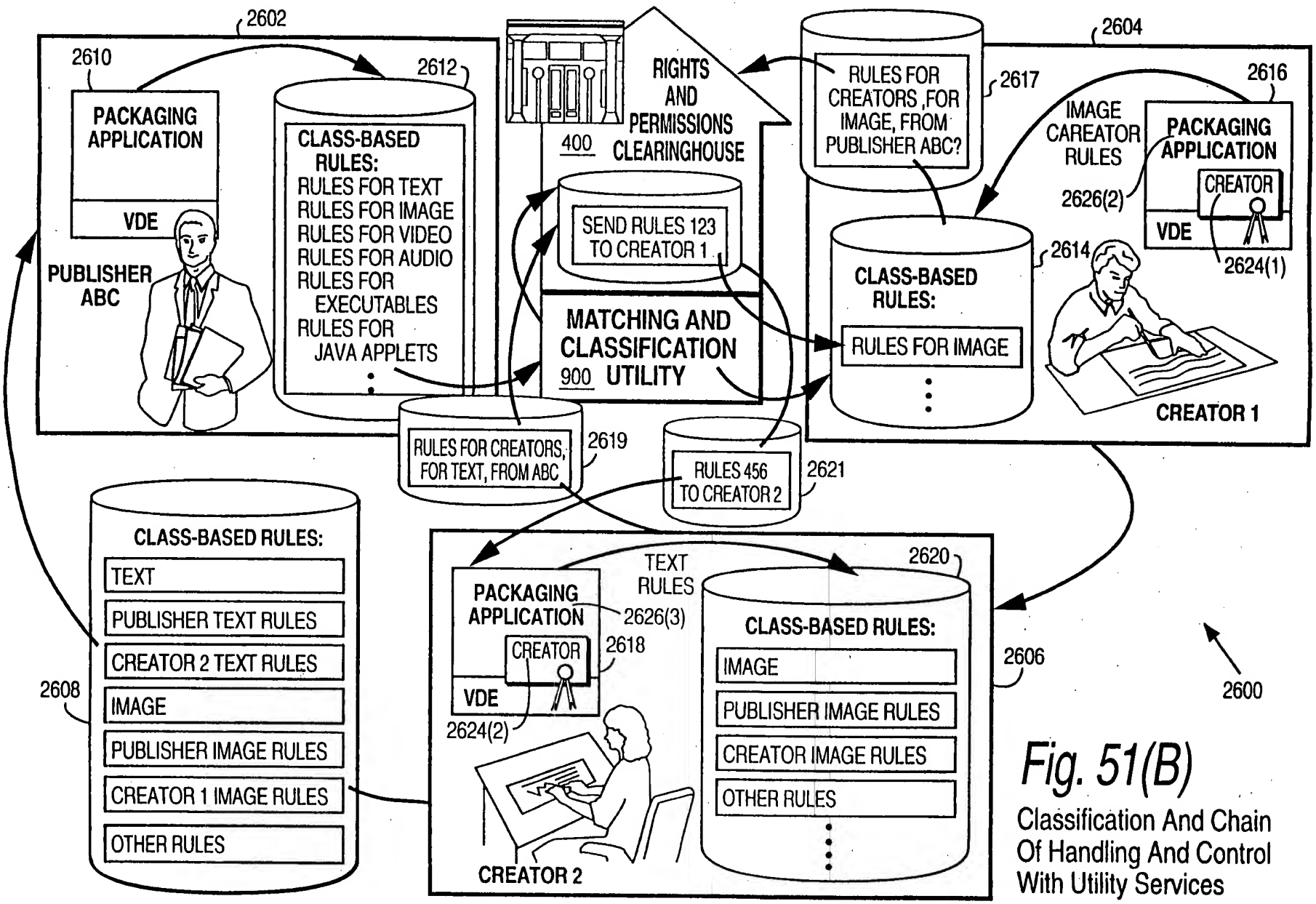


Fig. 51(B)

Classification And Chain Of Handling And Control With Utility Services

#895-67: f-e5b.ai

APPROVED BY DRAFTSMAN | O.G. FIG. | CLASS | SUBCLASS

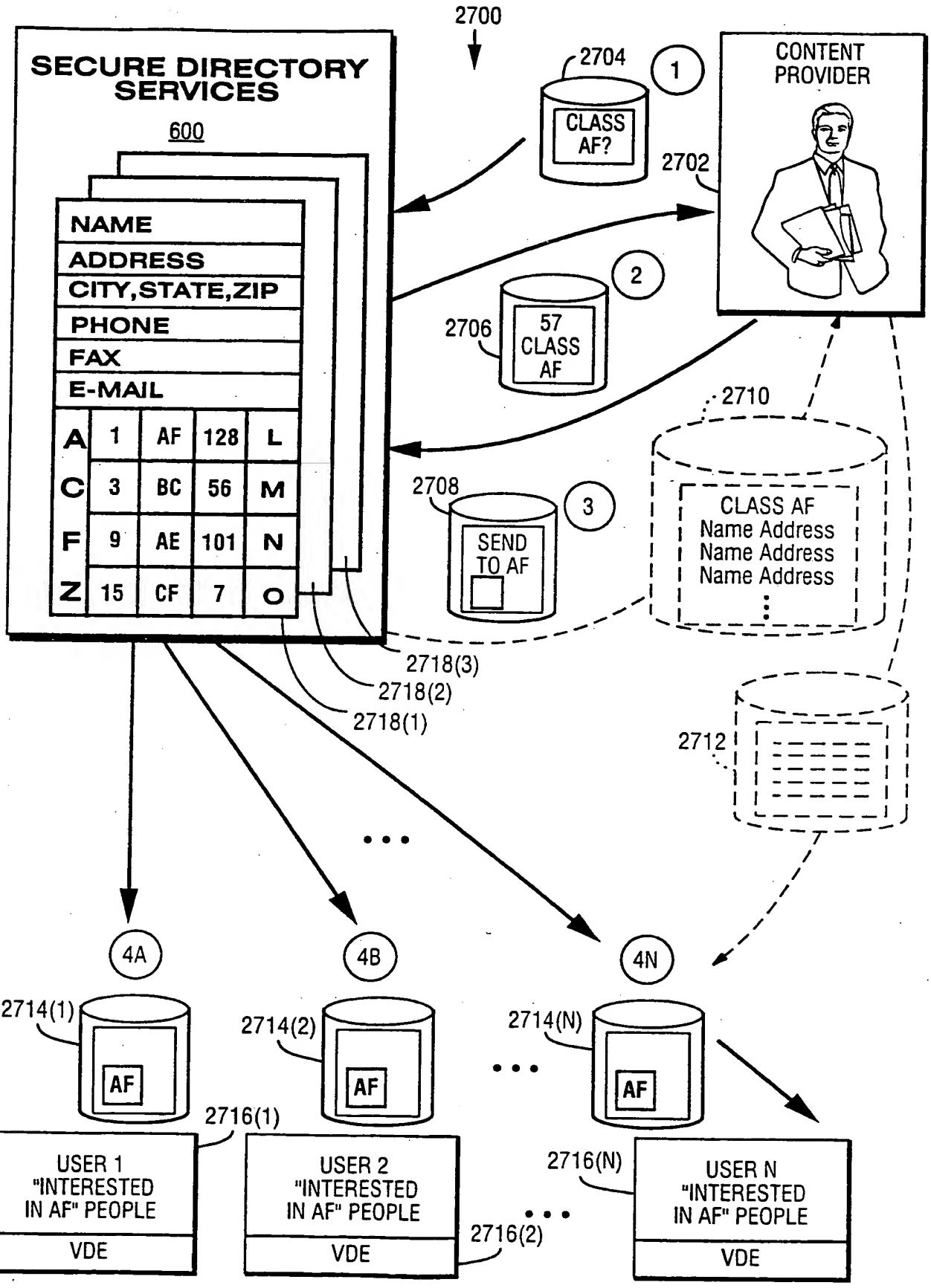
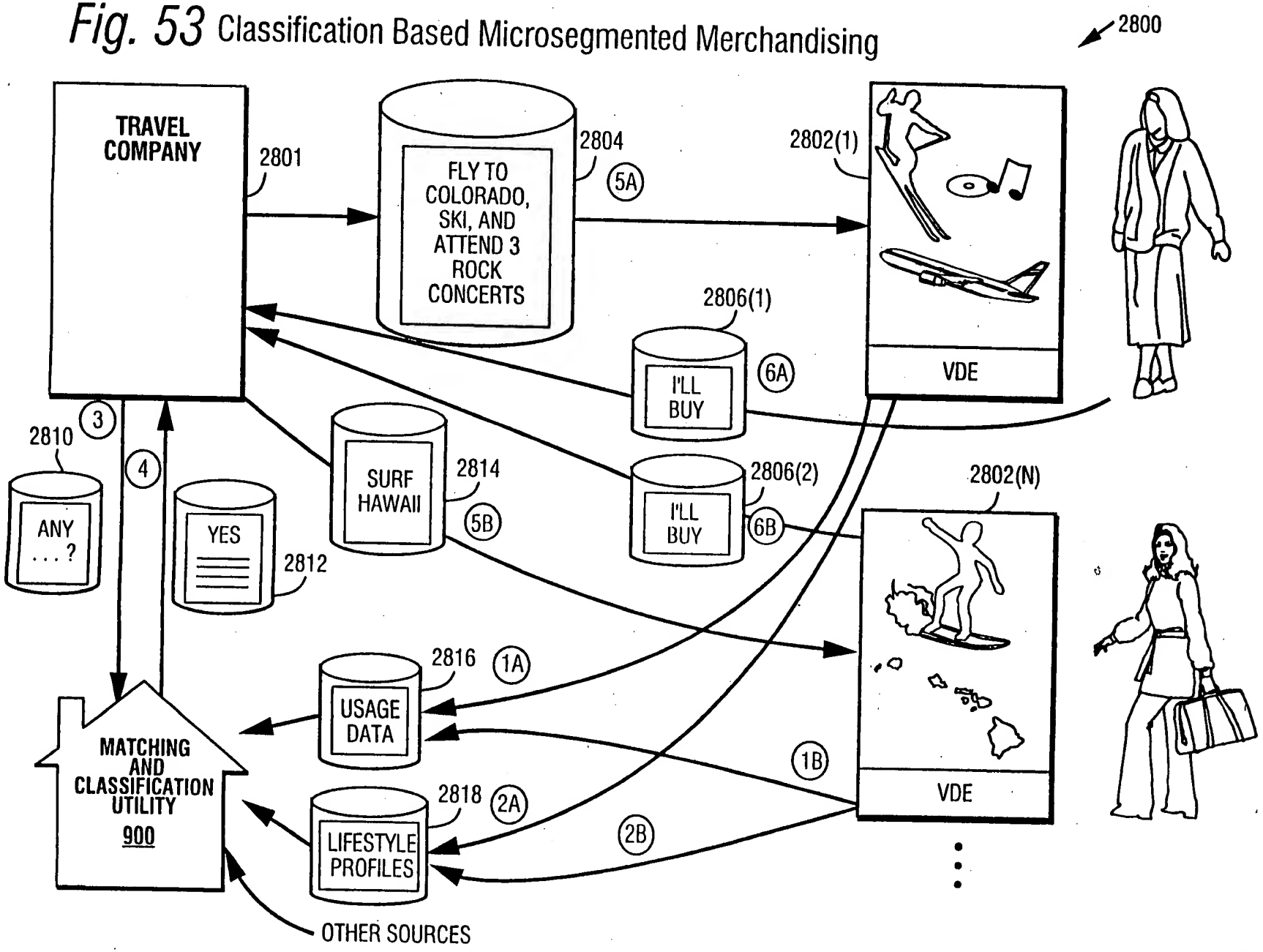


Fig. 52 Secure Directory Services

APPROVED
BY
DRAFTSMAN
O.G. FIG.
CLASS
SUBCLASS

Fig. 53 Classification Based Microsegmented Merchandising



MG:895-67F P.2

00h020' 69t86h60

APPROVED
BY
DRAFTSMAN
O.G. FIG.
CLASS
SUBCLASS

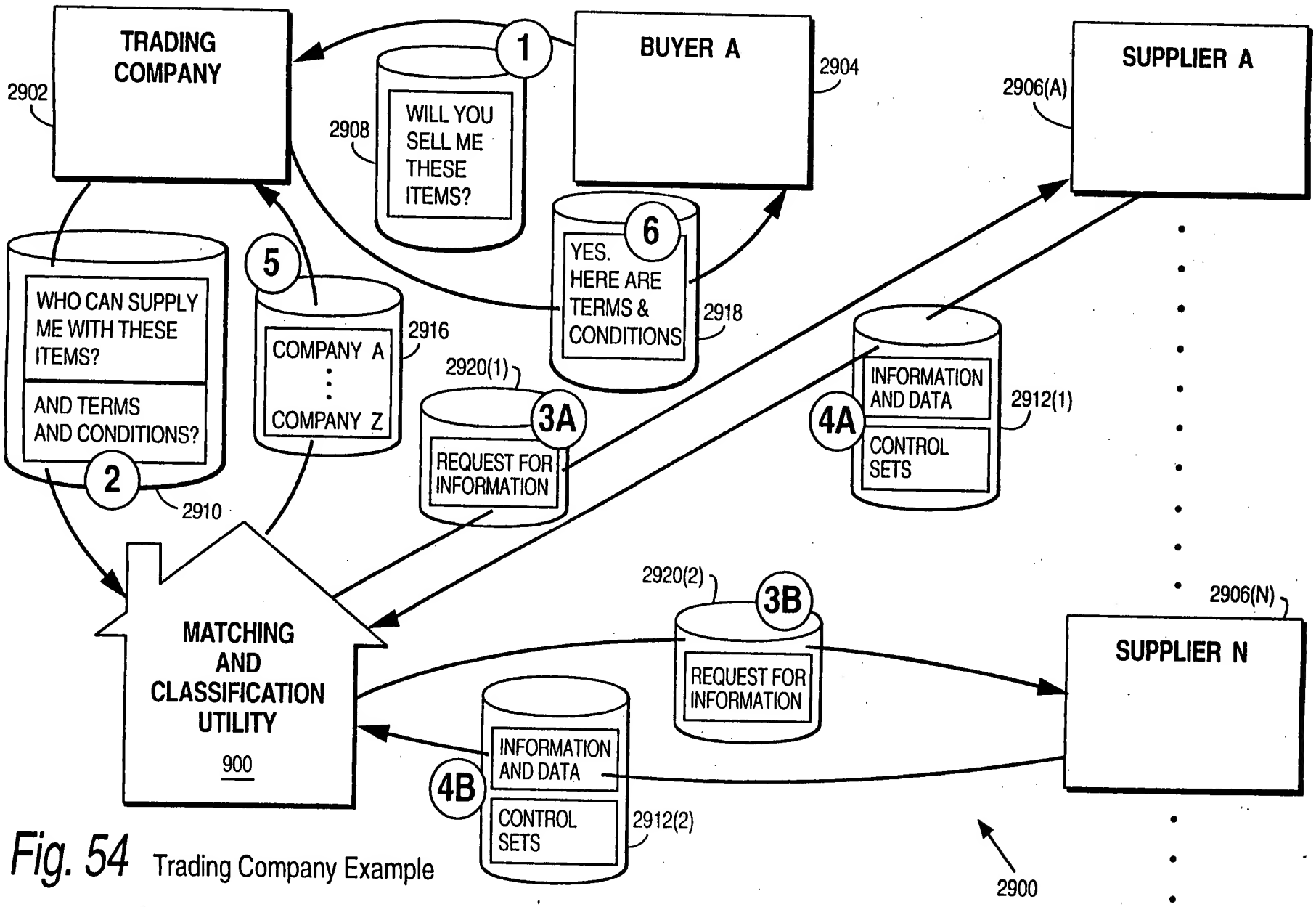


Fig. 54 Trading Company Example

#895-67: f-e8.al

00h020' 6926bh60

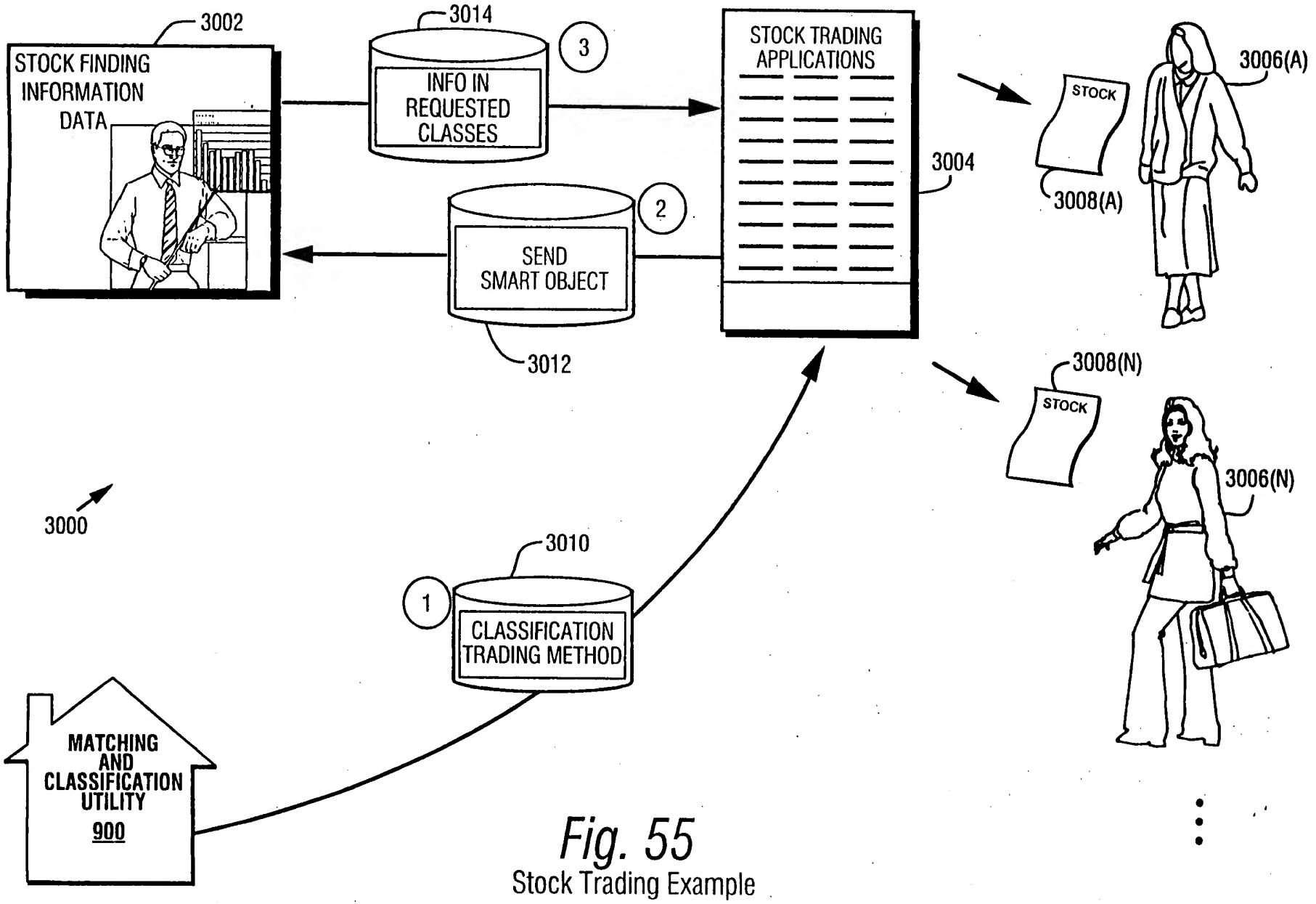


Fig. 55
Stock Trading Example

MG:895-67F P.3

APPROVED
BY
DRAFTSMAN
O.G. FIG.
CLASS
SUBCLASS

DRAFTSMAN | APPROVED BY | O.G. FIG. CLASS | SUBCLASS

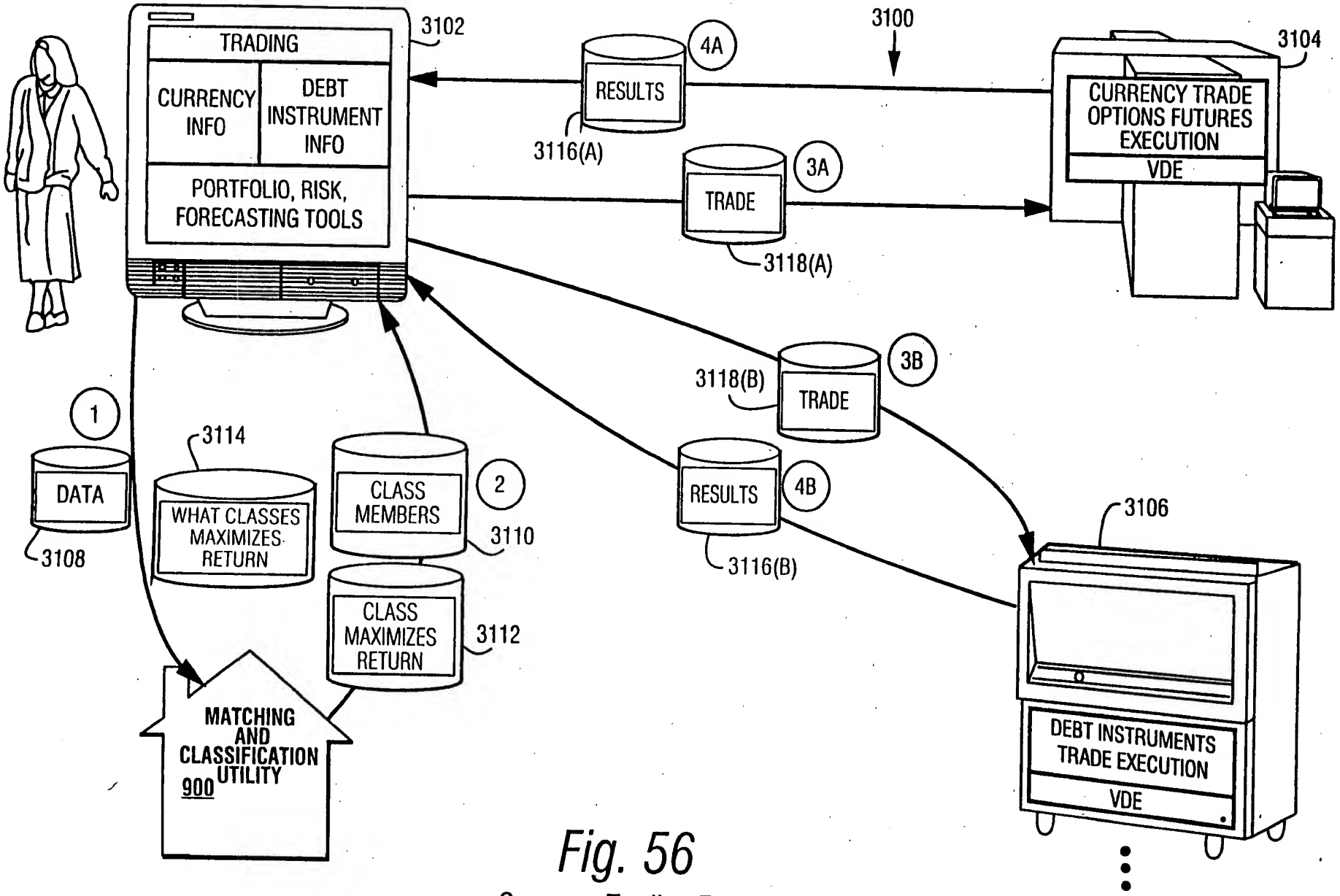


Fig. 56

Currency Trading Example

MG:895-67G P.1

APPROVED O.G. FIG.
BY
EXAMINER SUBCLASS
DRAFTSMAN

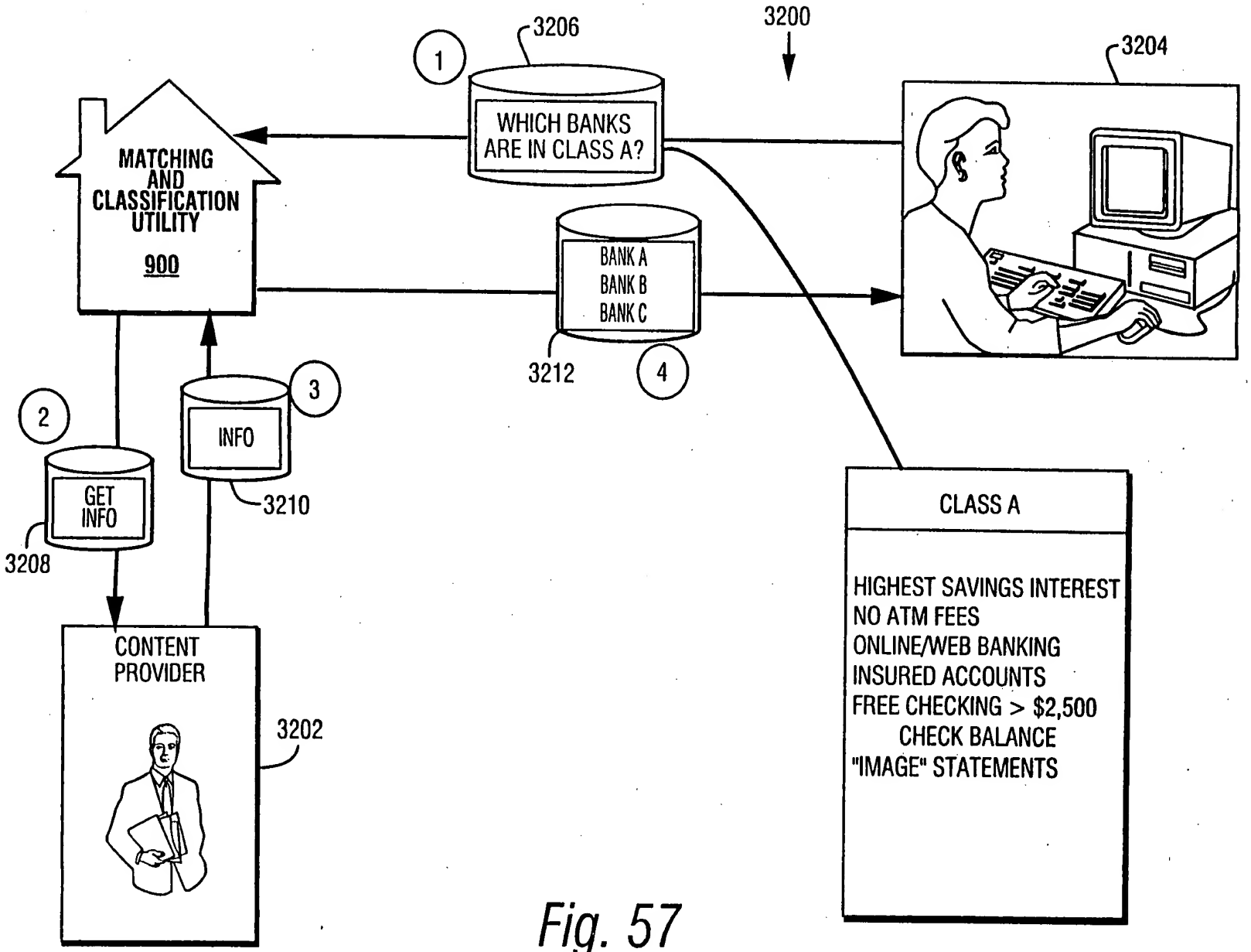


Fig. 57

Consumer Banking Example Locating Services In A Class!

APPROVED
BY
DRAFTSMAN
U.S. FIG.
CLASS
SUBCLASS

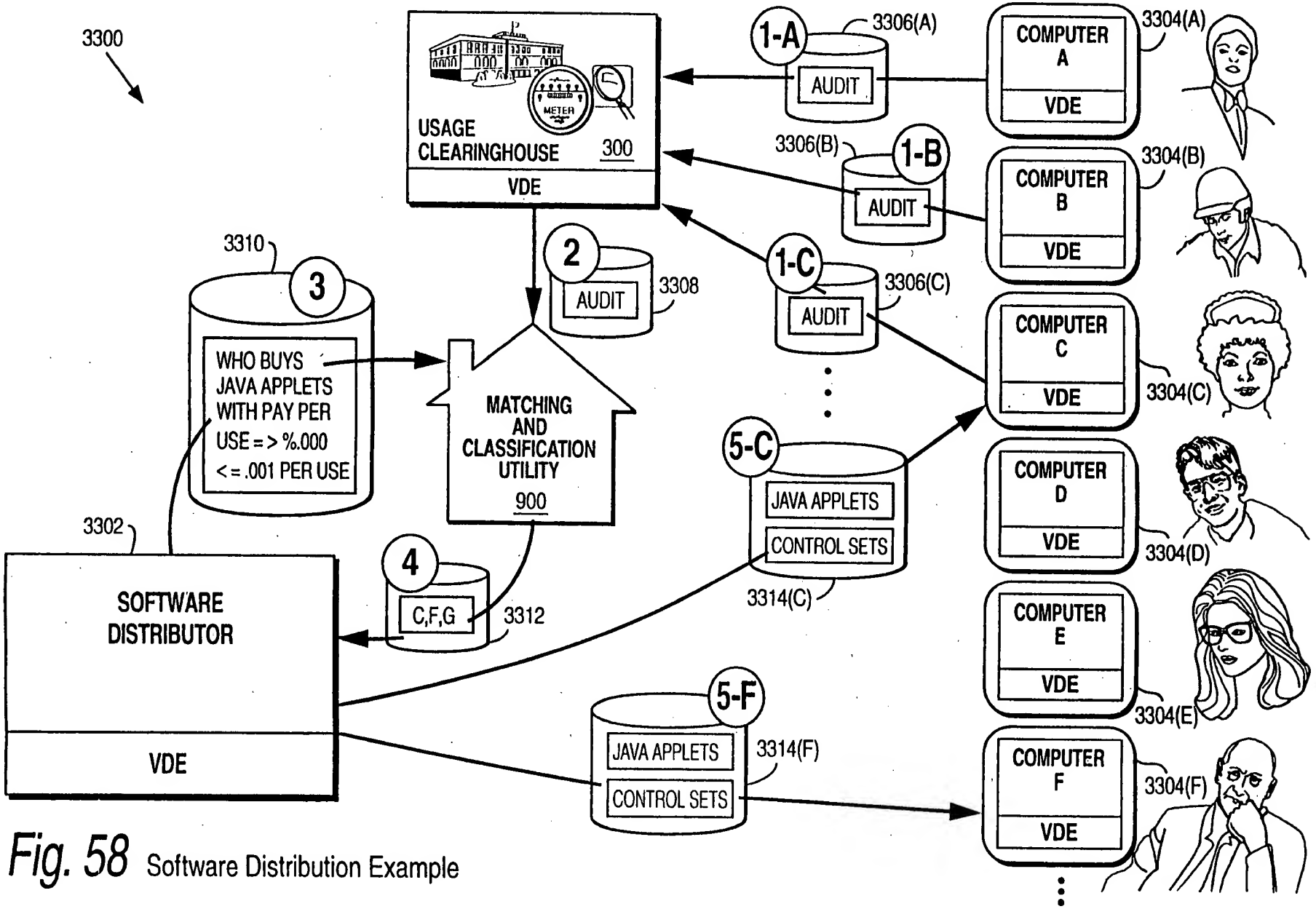


Fig. 58 Software Distribution Example

#895-67: f-e12.ai

APPROVED
BY
DRAFTSMAN
O.G. FIG.
CLASS SUBCLASS

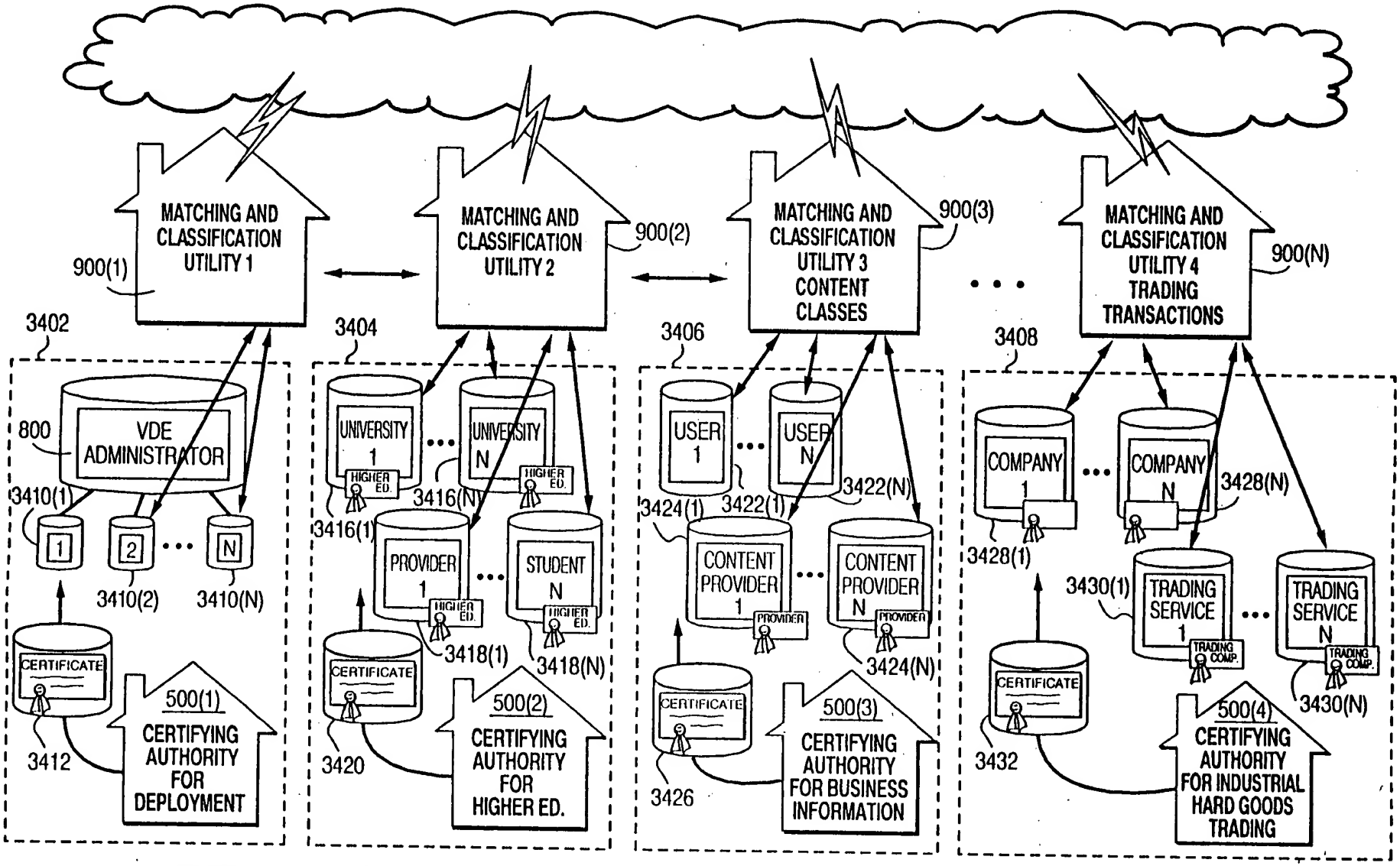


Fig. 59 Matching & Classification Utilities Provide Services To Authenticated Classes Of Nodes, Users, Content Services, Transaction Services.

3400

#895-67: f-e13.al

APPROVED
BY
DRAFTSMAN
O.G. FIG.
CLASS SUBCLASS

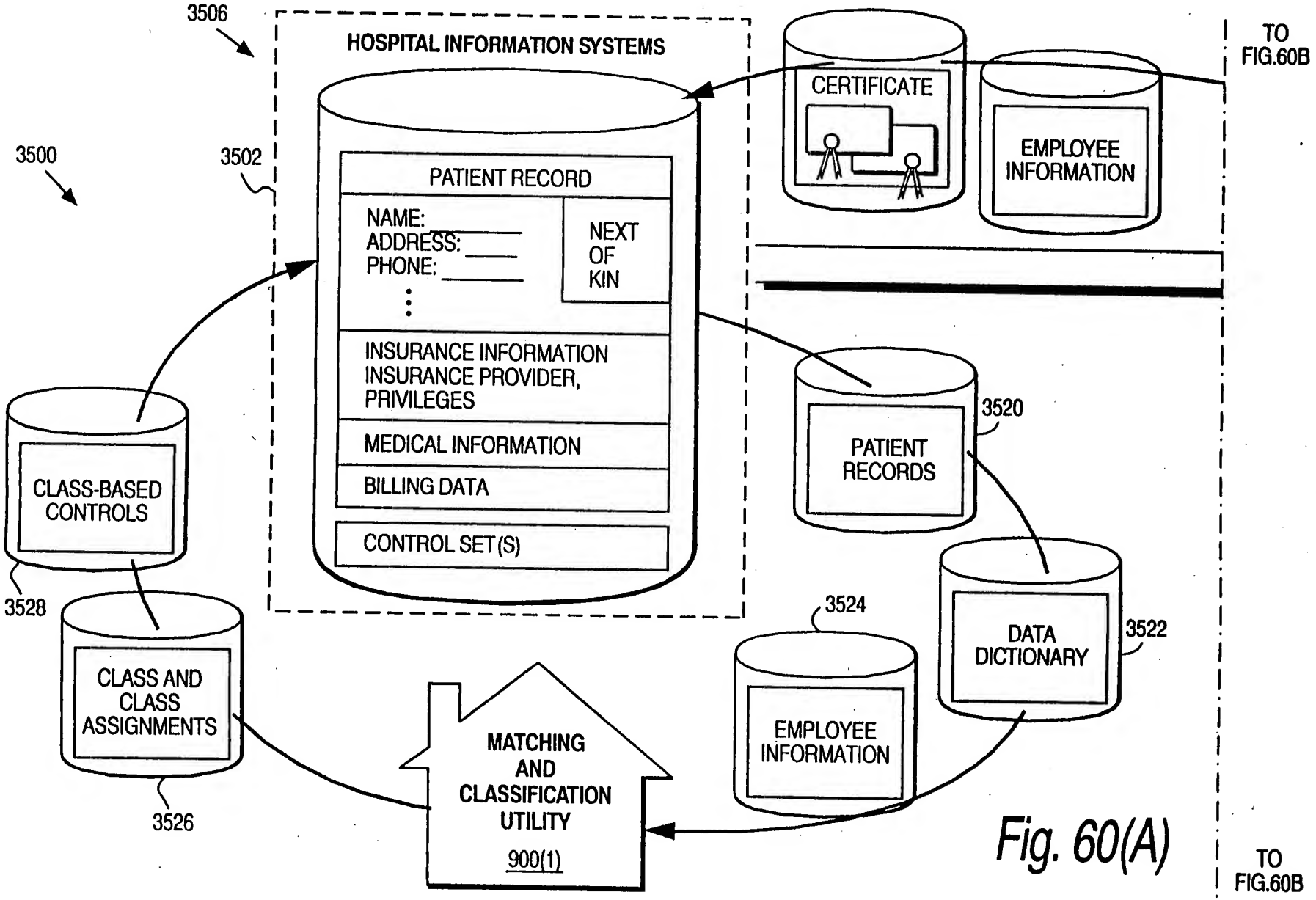


Fig. 60(A)

#895-67: f-e14a.ai

APPROVED
BY
DRAFTSMAN
O.G. FIG.
CLASS
SUBCLASS

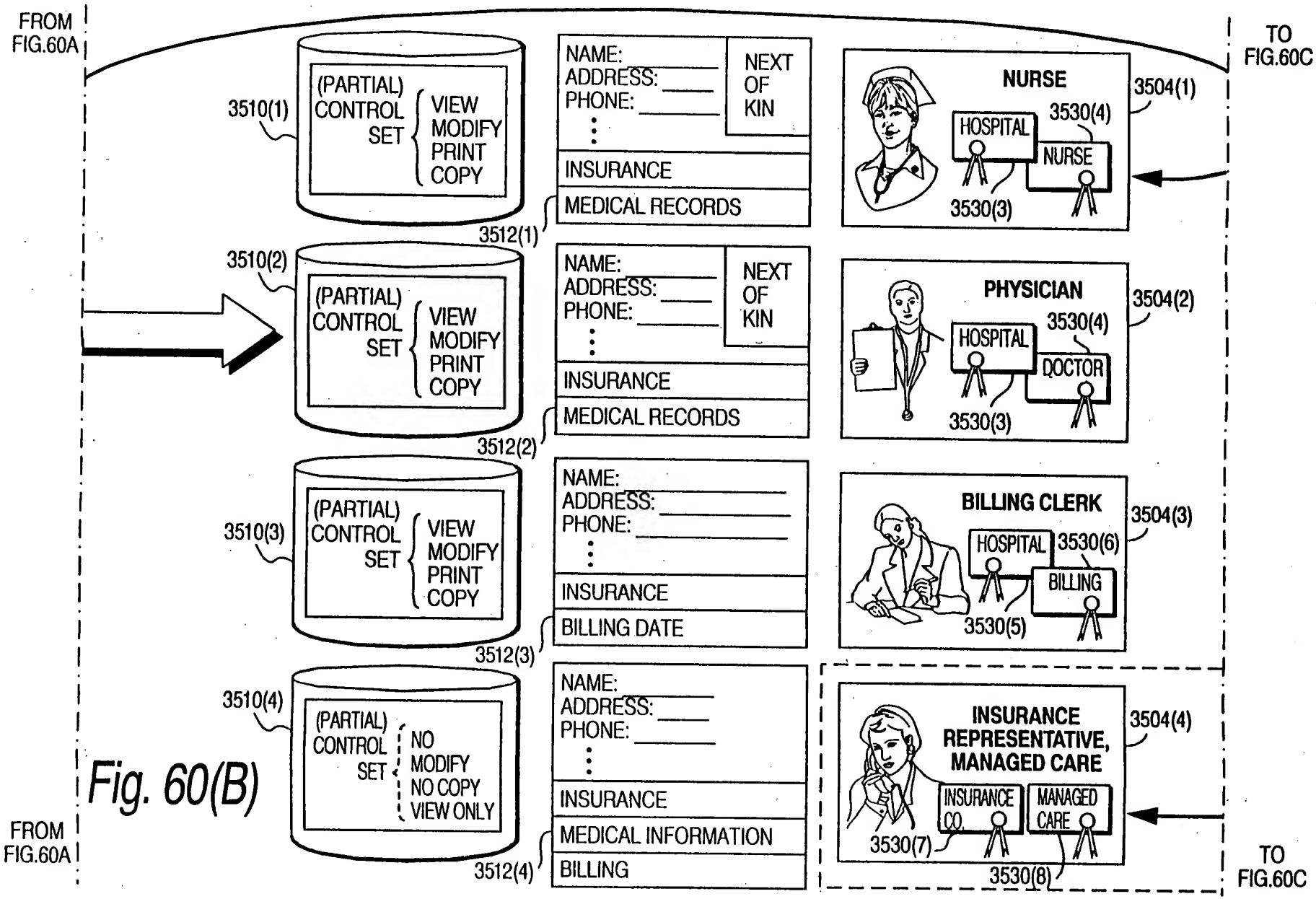


Fig. 60(B)

#895-67: f-e14b.al

APPROVED
BY
DRAFTSMAN
O.G. FIG.
CLASS
SUBCLASS

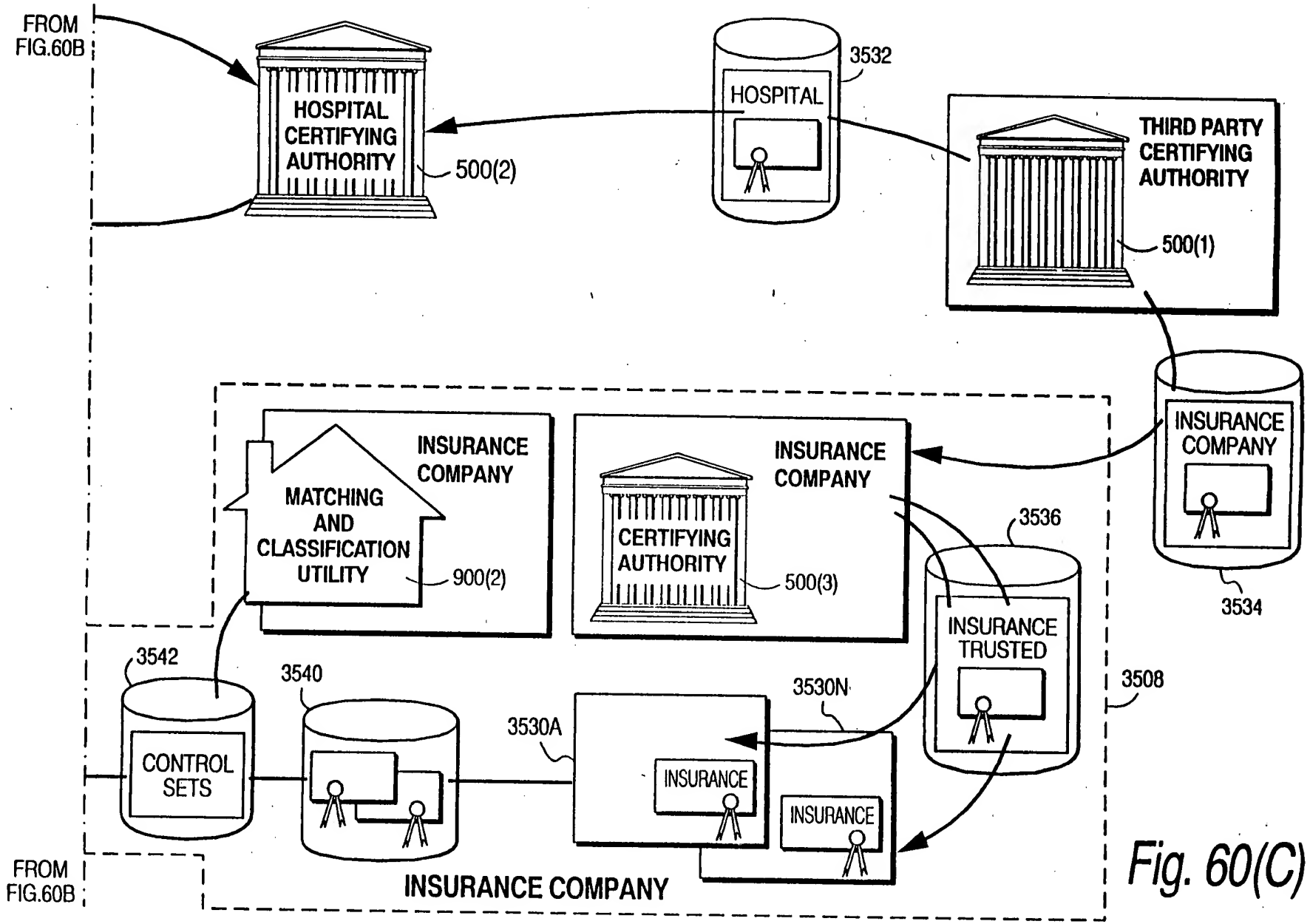


Fig. 60(C)

APPROVED
BY
DRAFTSMAN
O.G. FIG.
CLASS
SUBCLASS

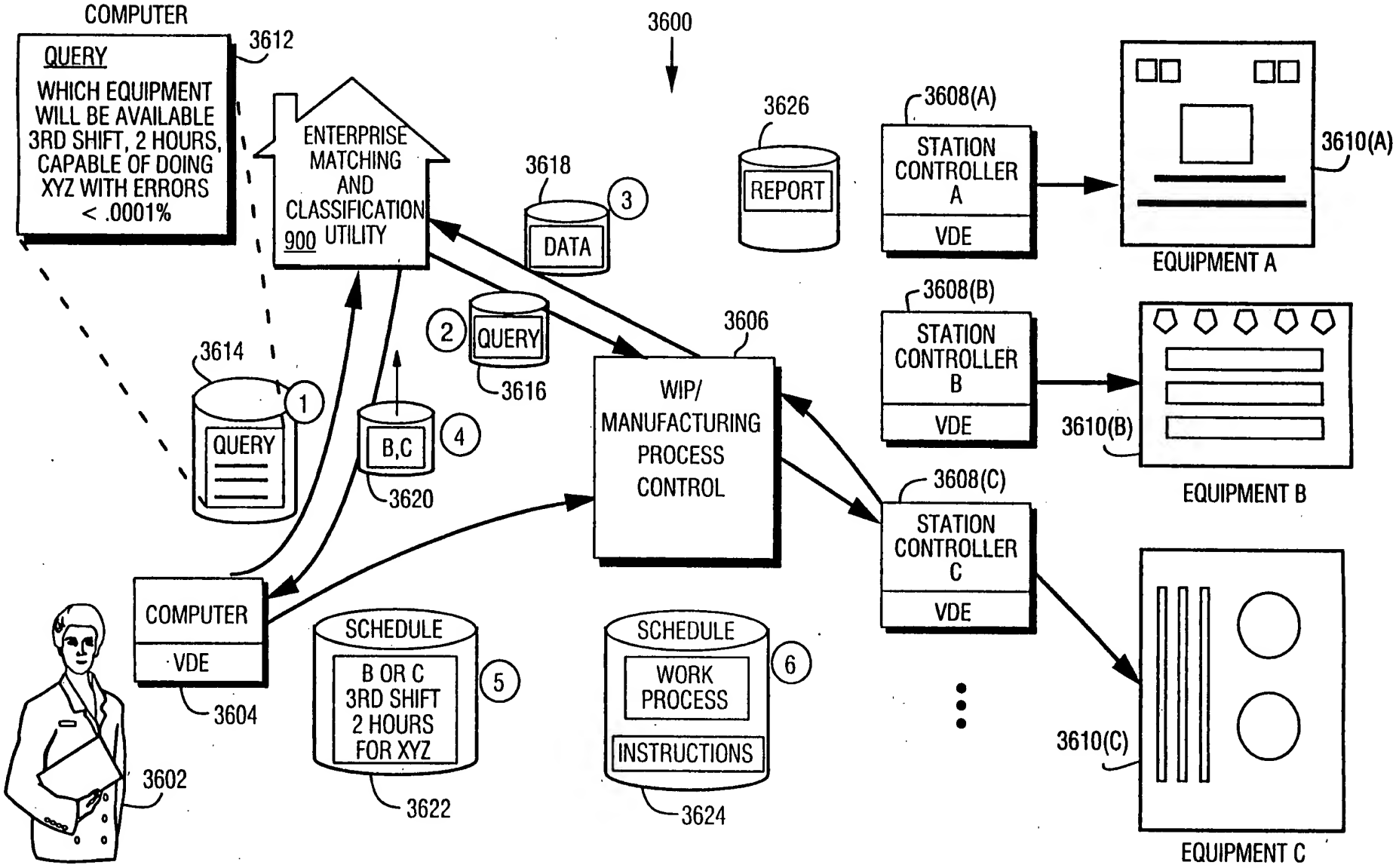


Fig. 61 Workflow Example

APPROVED
BY
DRAFTSMAN
U.S. FIG.
CLASS SUBCLASS

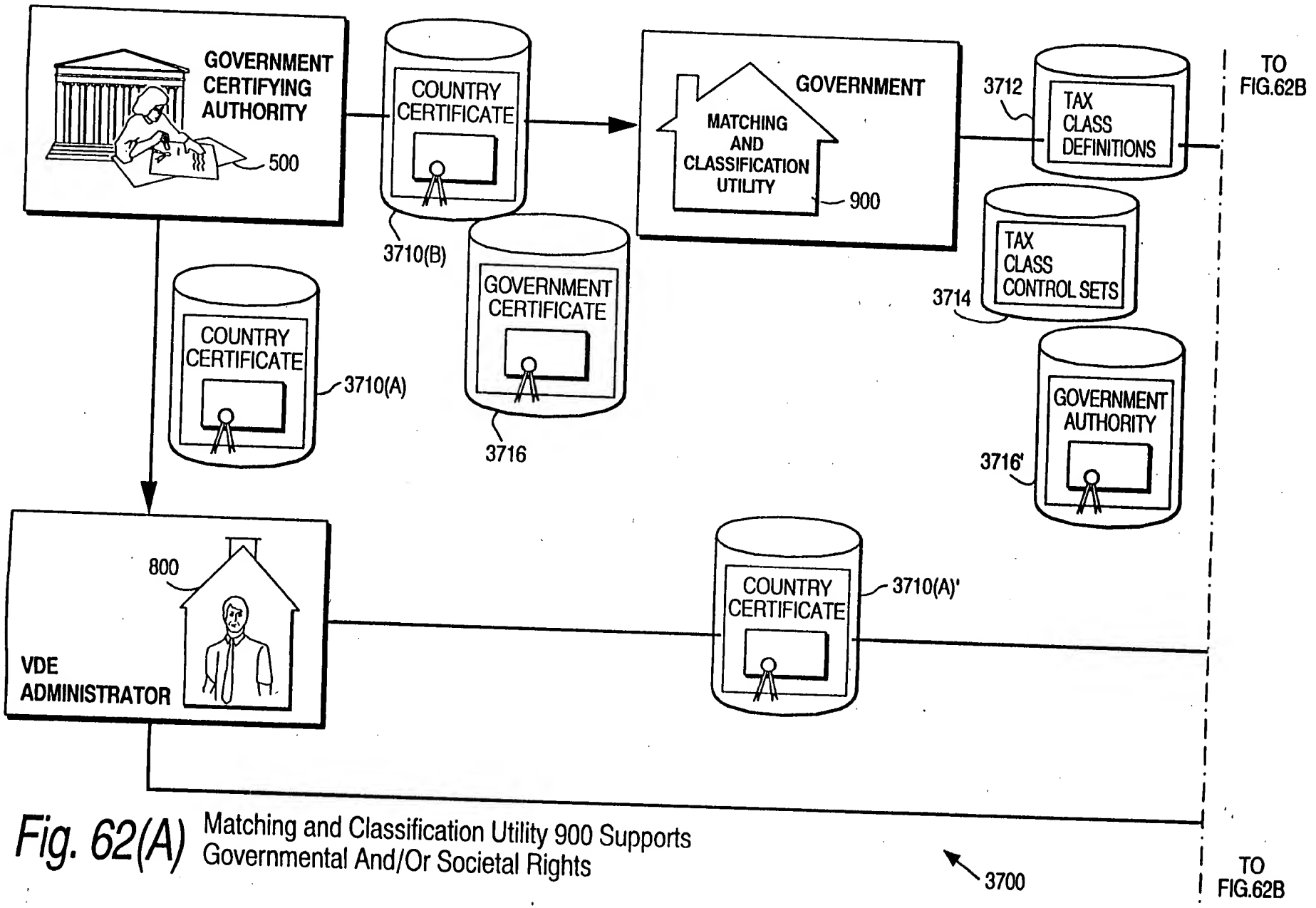


Fig. 62(A) Matching and Classification Utility 900 Supports Governmental And/Or Societal Rights

#895-67: f-e16a.ai

APPROVED
BY
DRAFTSMAN
O.G. FIG.
CLASS
SUBCLASS

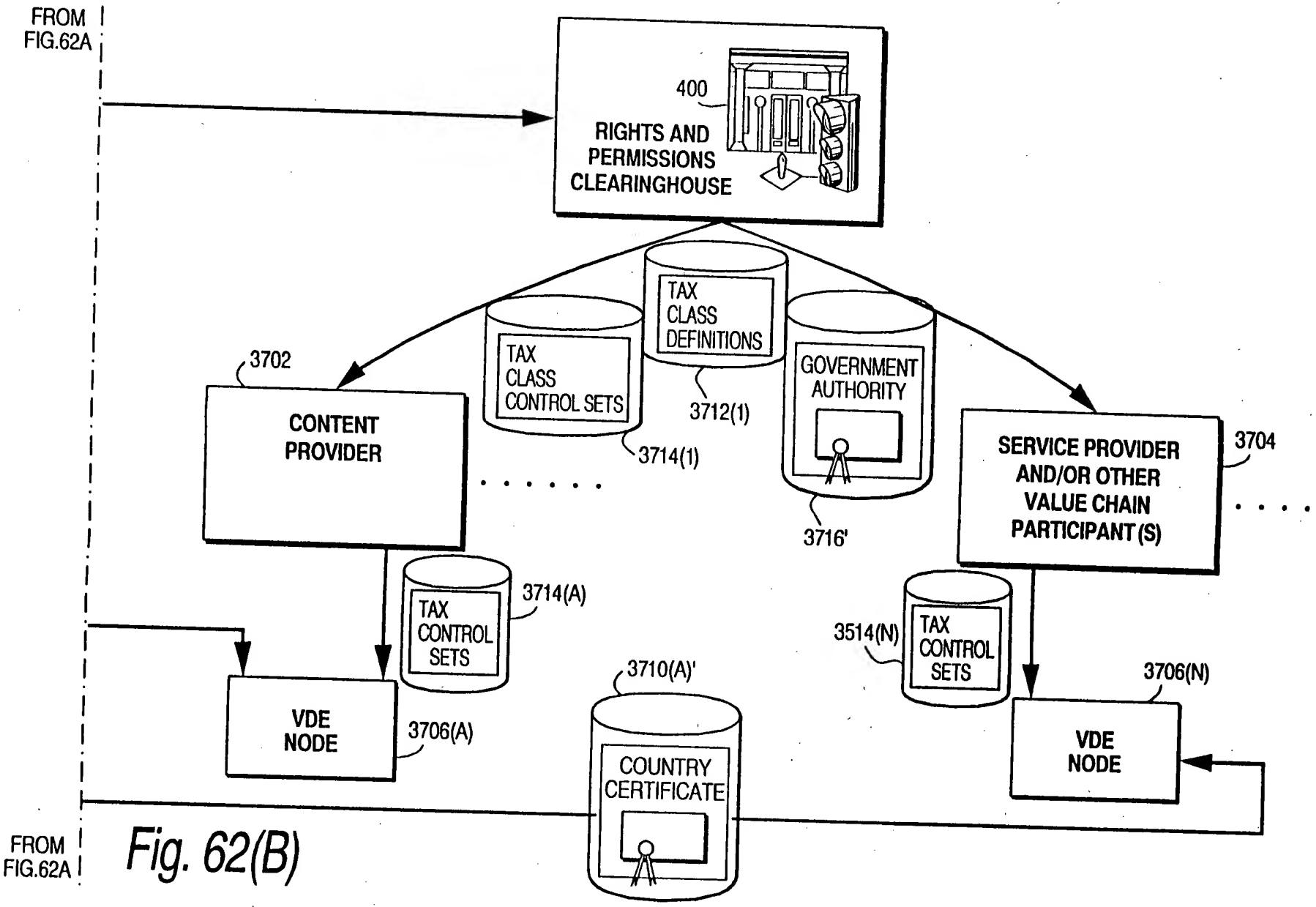


Fig. 62(B)

APPROVED
BY
DRAFTSMAN
O.G. FIG.
CLASS
SUBCLASS

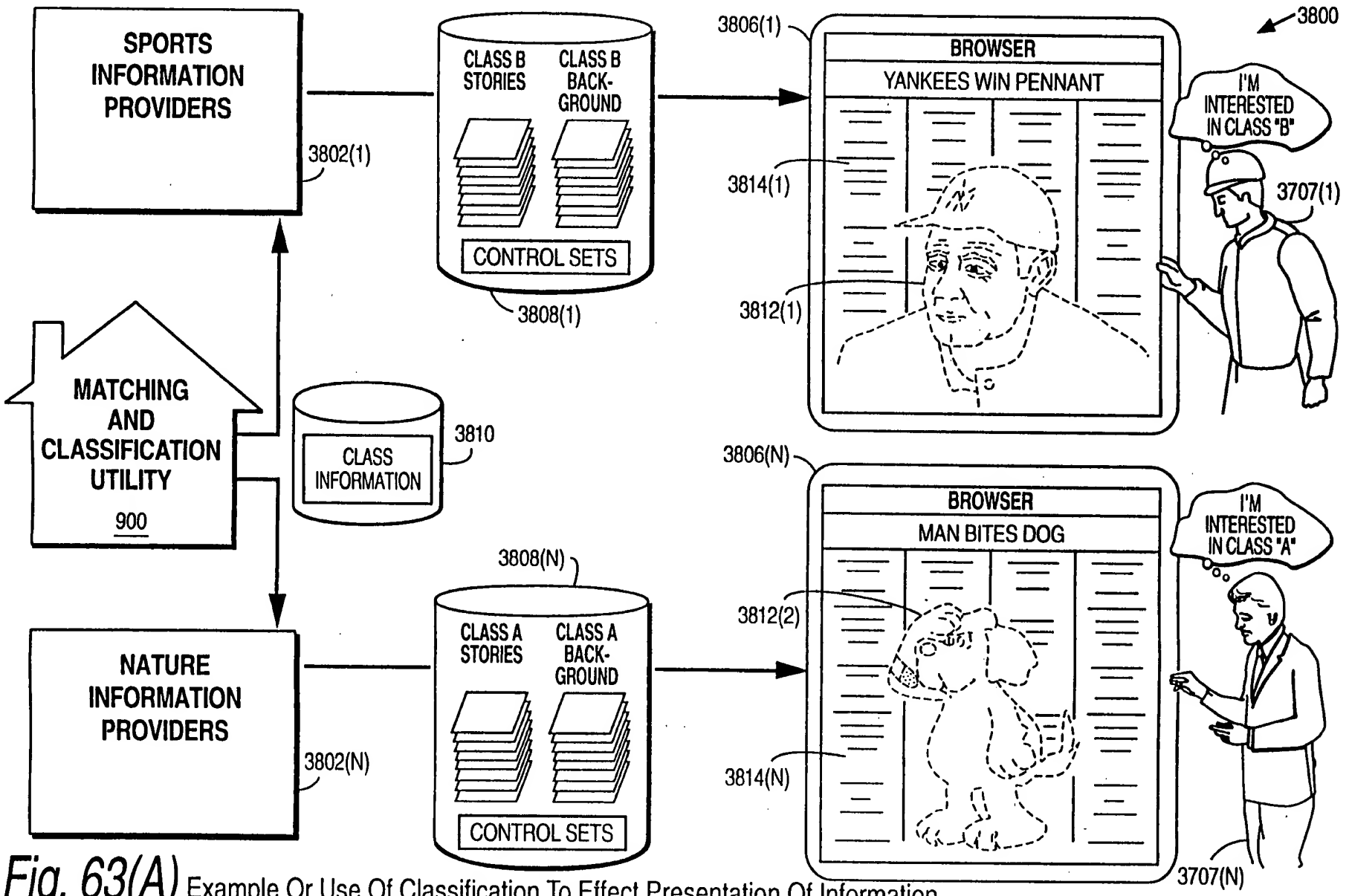


Fig. 63(A) Example Or Use Of Classification To Effect Presentation Of Information.

#895-67: f-e17a.ai

APPROVED
BY
DRAFTSMAN
O.G. FIG.
CLASS SUBCLASS

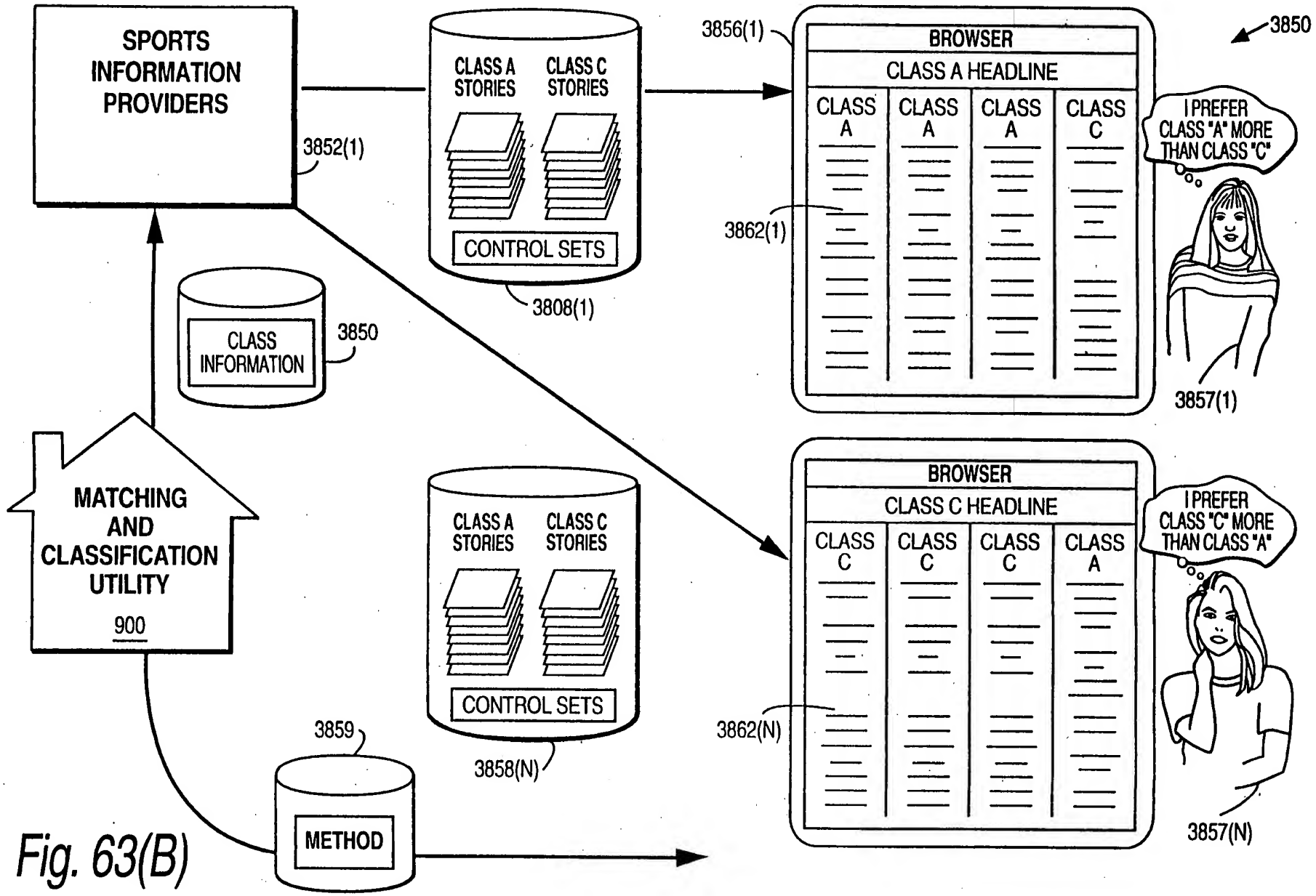


Fig. 63(B)

#895-67: f-e17b.ai

APPROVED
BY
DRAFTSMAN
U.S. FIG.
CLASS SUBCLASS

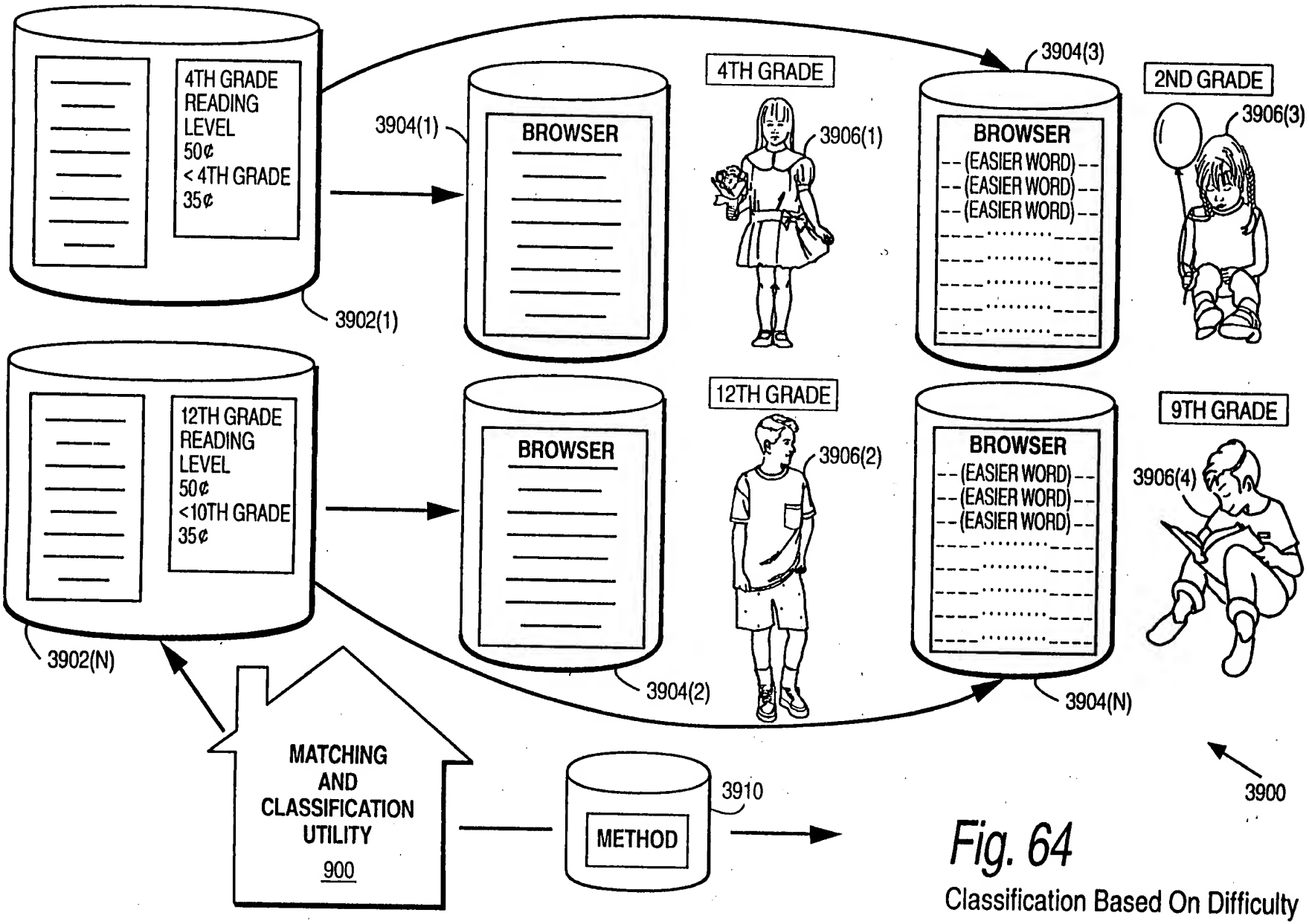


Fig. 64

Classification Based On Difficulty

#895-67:f-e18.ai

APPROVED
BY
DRAFTSMAN
O.G. FIG.
CLASS
SUBCLASS

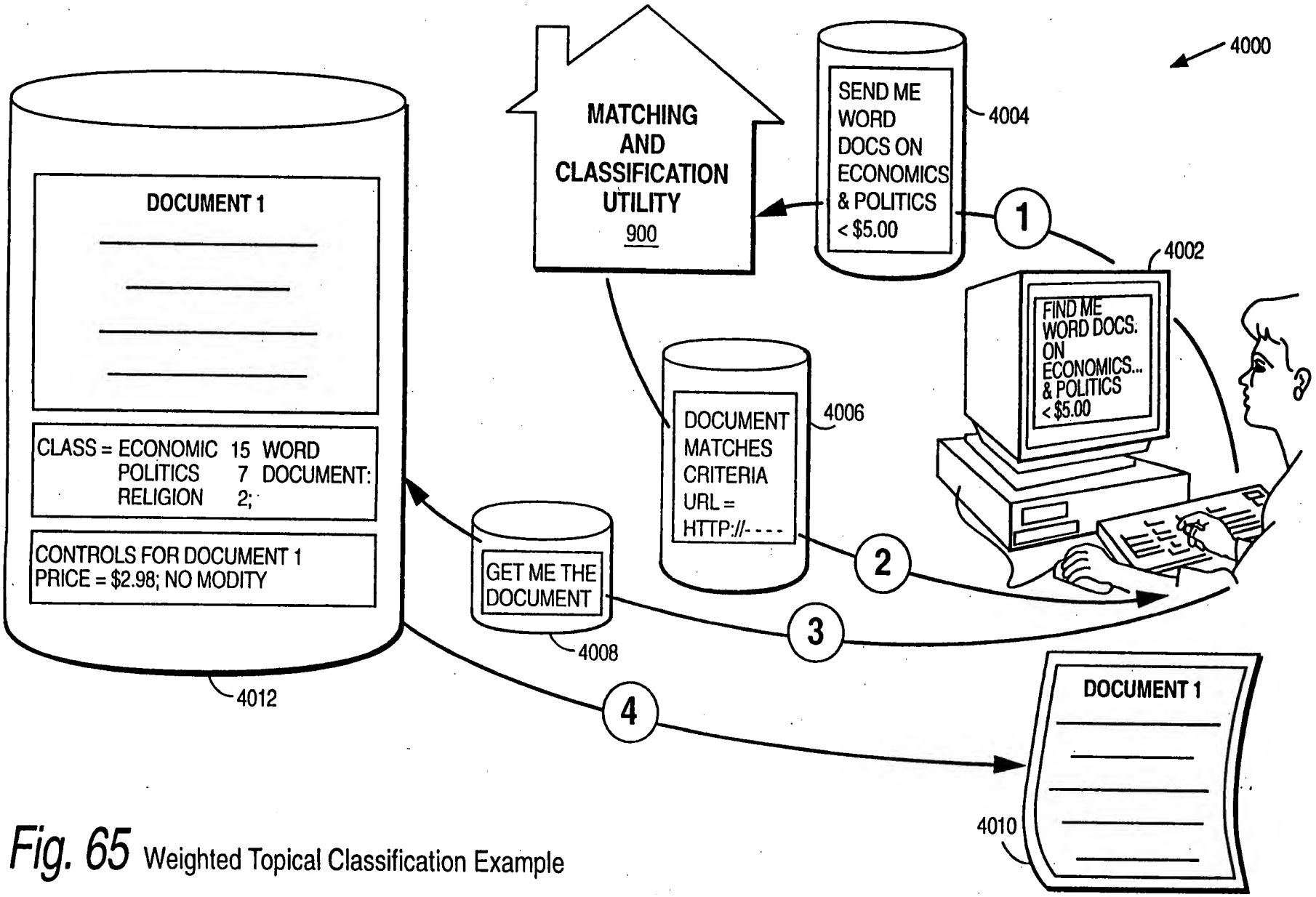


Fig. 65 Weighted Topical Classification Example

#895-67: f-e19.ai

APPROVED BY DRAFTSMAN
O.G. FIG.
CLASS SUBCLASS

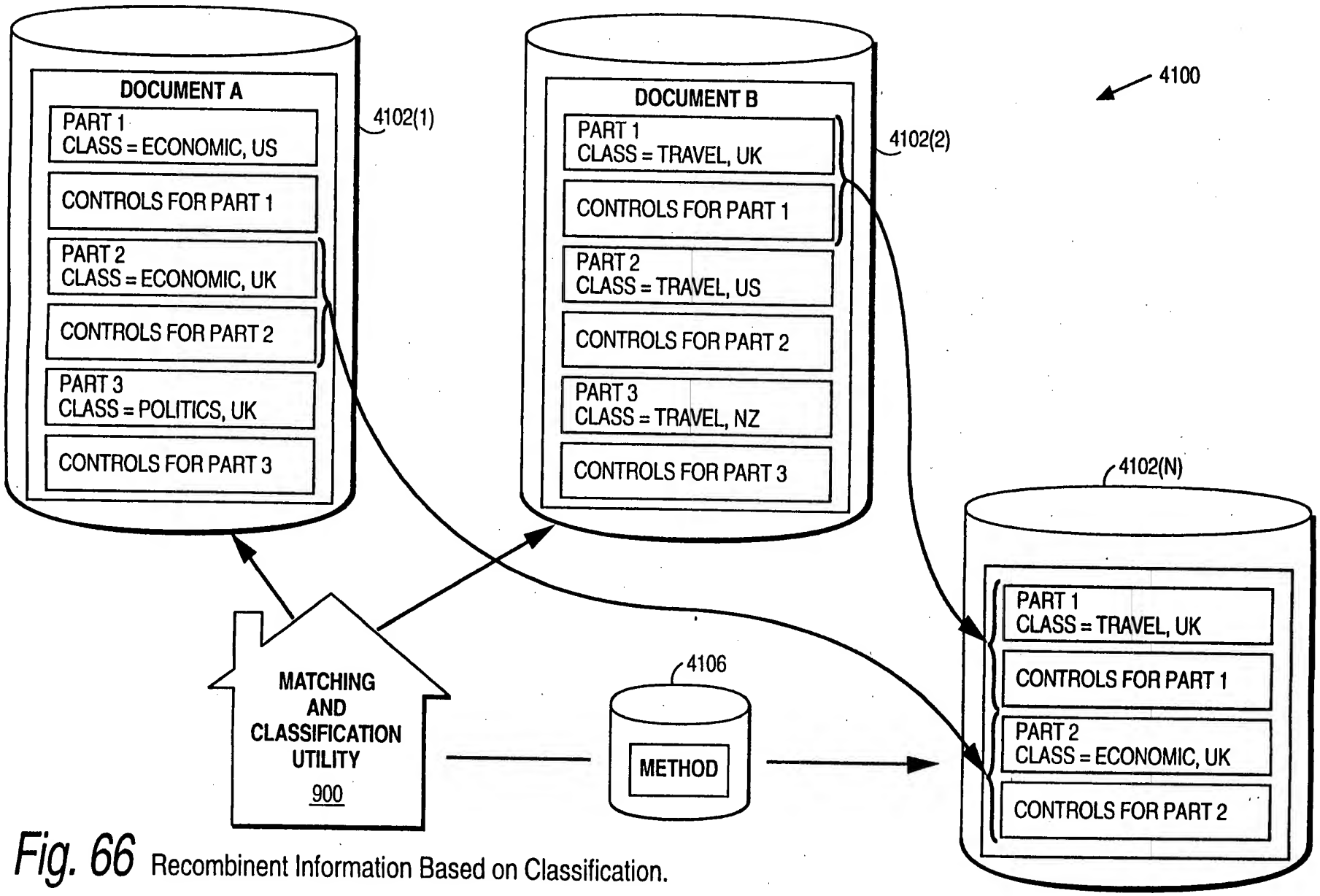


Fig. 66 Recombinent Information Based on Classification.

#895-67: f-e20.al

APPROVED
BY
DRAFTSMAN
O.G. FIG.
CLASS
SUBCLASS

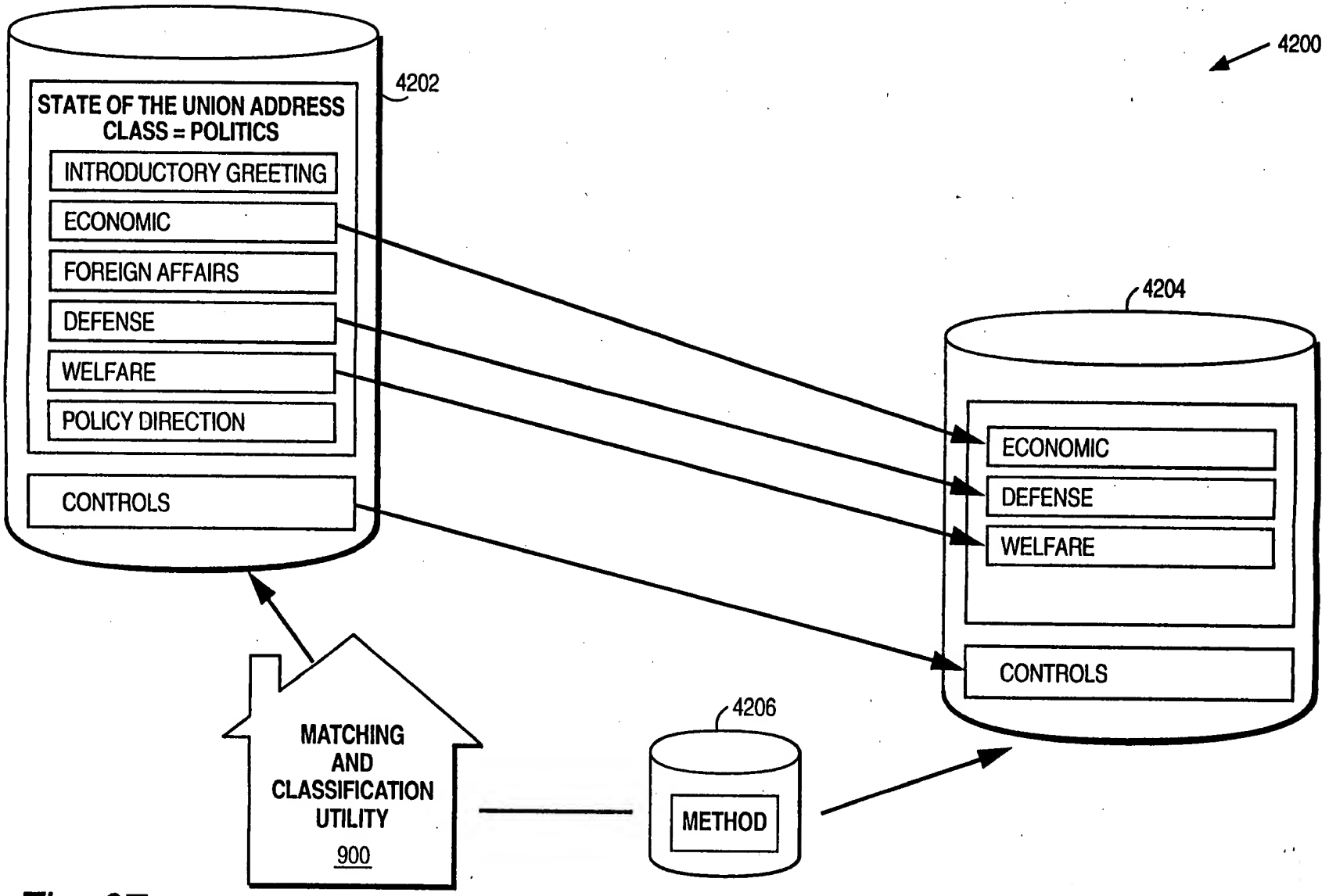


Fig. 67 Nested Classification.

DRAFTSMAN | APPROVED BY | U.S. CLASS | SUBCLASS | FIG.

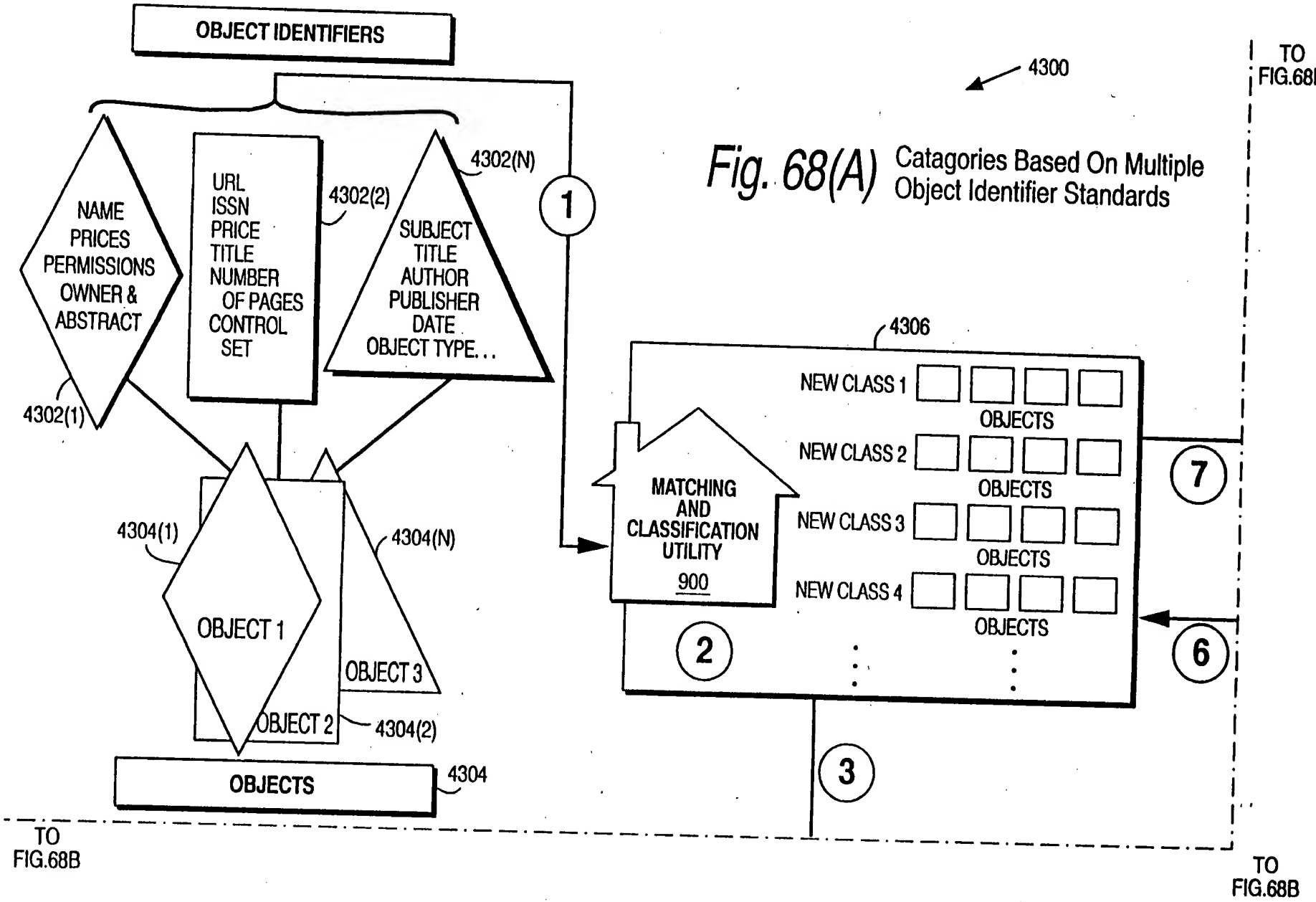


Fig. 68(A) Catagories Based On Multiple Object Identifier Standards

#895-67: f-e22a.al

APPROVED
BY
DRAFTSMAN
O.G. FIG.
CLASS
SUBCLASS

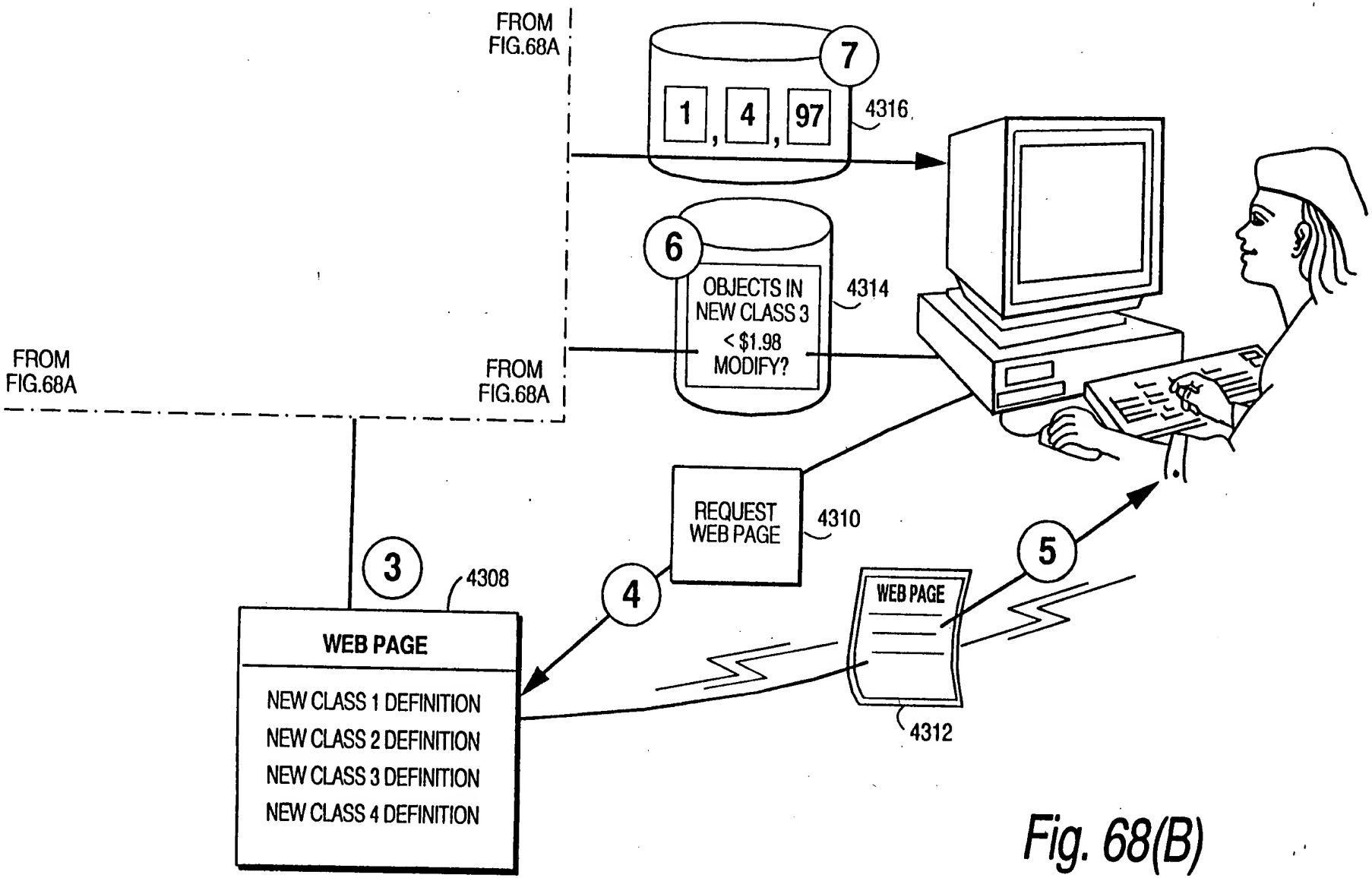


Fig. 68(B)

#895-67: f-e22b.ai

00h020 692860

APPROVED BY DRAFTSMAN | U.S. FIG. CLASS SUBCLASS

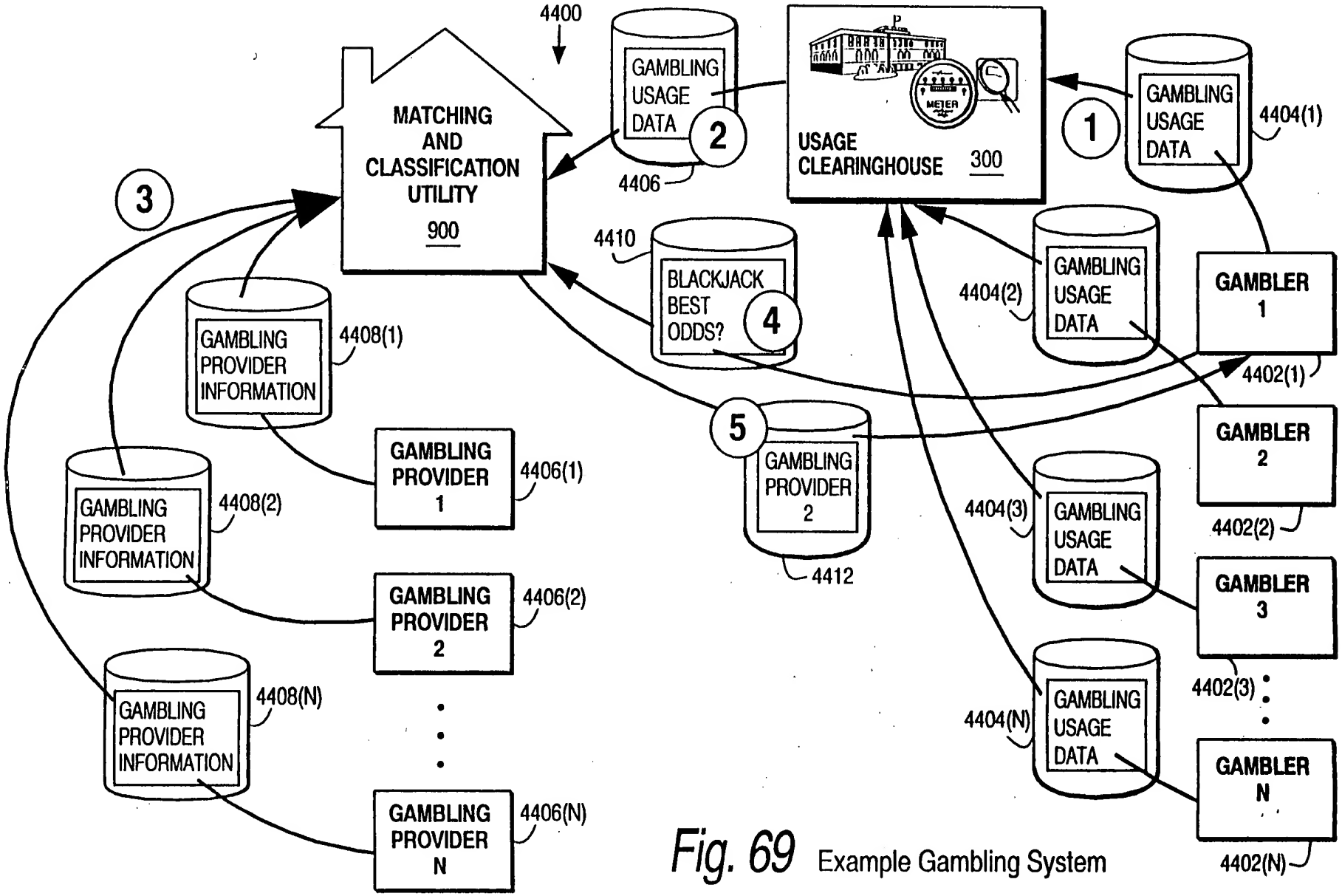


Fig. 69 Example Gambling System

#895-67: f-e23.ai

APPROVED
BY
DRAFTSMAN
O.G. FIG.
CLASS
SUBCLASS

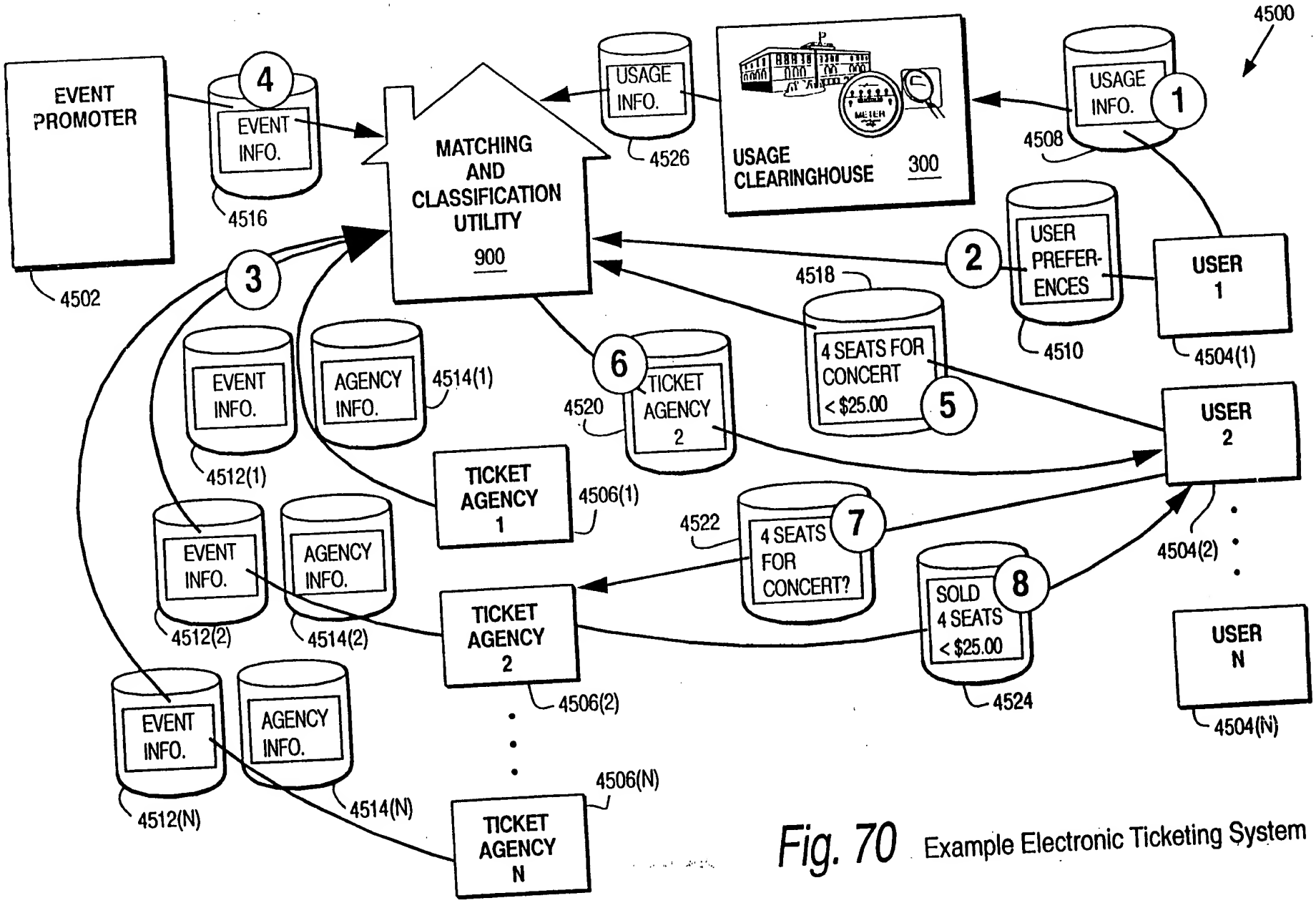


Fig. 70 Example Electronic Ticketing System

#895-67: f-e24.al